

Vol. 4 No. 2

October, 1913

The ROTARIAN



SEATTLE * NUMBER

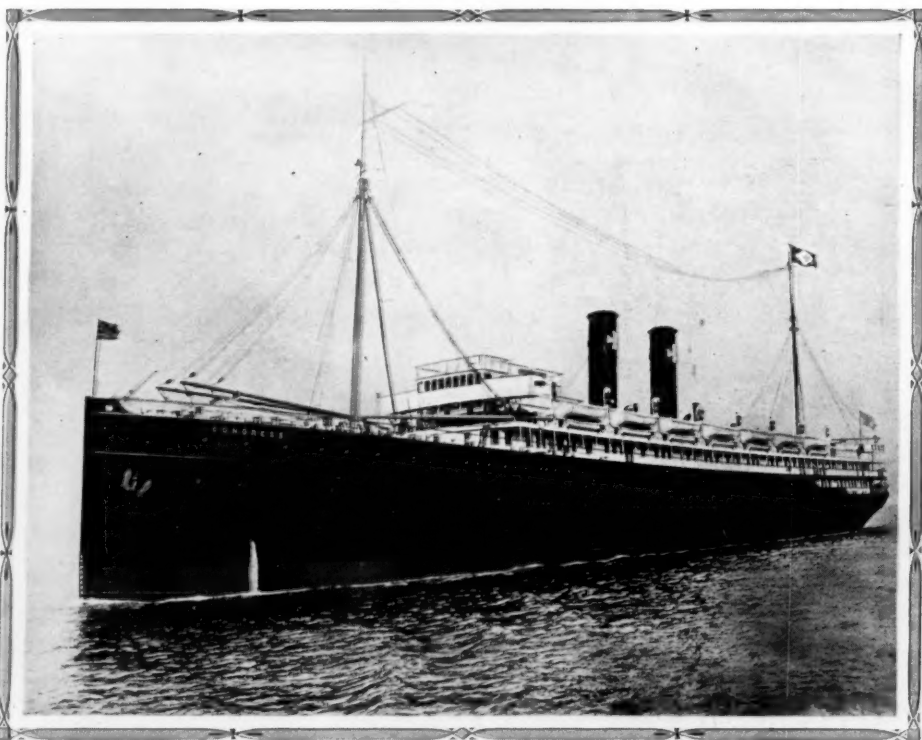
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Why "The Rotarian" is the Best Advertising Medium for Rotarians

By D. H. Bower

(Rotary Club of Detroit)

One of the papers that received honorable mention in the gold emblem watch-fob contest.

When any man, be he retailer, manufacturer or professional in his chosen vocation, becomes inoculated with "Rotary" and it "takes," there is but one vision henceforth in that man's life.

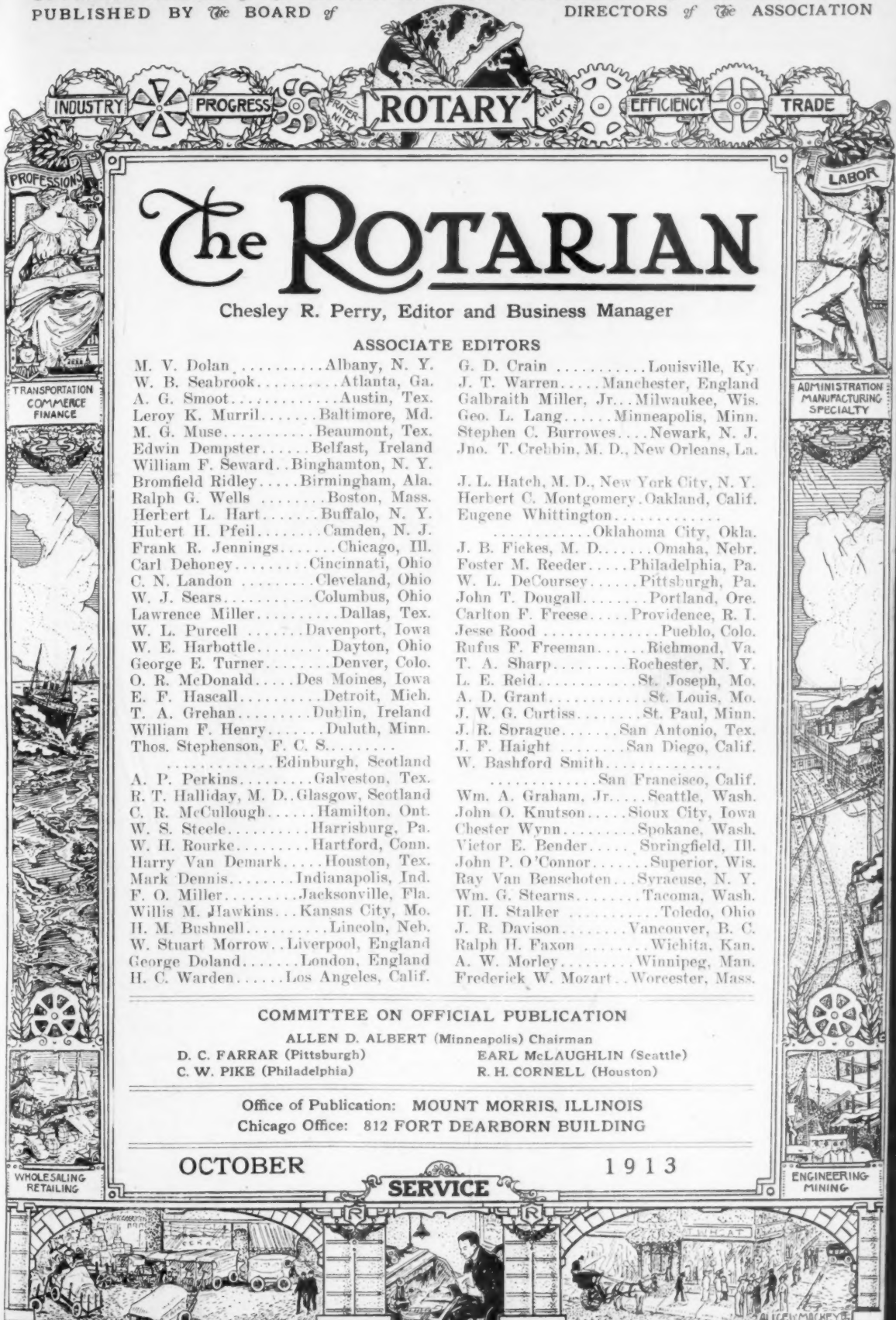
"He Profits Most Who Serves Best" will stand forth in living letters, blazing the way and marking the path of his Rotary endeavor.

Every such Rotarian has a mission in life, and he at once begins to seek methods of fulfilling this mission, by putting into daily practice these Rotary principles.

His mind is favorably disposed toward everything Rotary and thus many things could be purchased of, and business exchanged with fellow Rotarians, did he but know where to find them, and what each one had to offer him.

This then is the field of our magazine THE ROTARIAN, which comes as a more than welcome visitor to the home or business address of every Rotarian in the world. Each article is carefully read and every advertisement eagerly scanned to find something of interest and use, the purchase of which can be made, secure in the knowledge that it is offered us by a brother who has had the Rotary vision, and is sincere in his endeavor *to serve us best*.

Your announcement thus becomes more than a mere advertisement; it is *your* fraternal message to your brother Rotarians, conveyed to them in a manner impossible in any other publication; coming at a time when favorable attention is most sure, thus making a combination of conditions which fulfill most admirably the mental law of sale and cannot fail to be mutually profitable.



The ROTARIAN

Chesley R. Perry, Editor and Business Manager

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Chicago Office: 812 FORT DEARBORN BUILDING

OCTOBER

1913

SERVICE

ISSUED MONTHLY



NO ONE OUT AND THE BASES FULL.

E. L. Skeel, the versatile president of the Seattle Rotary Club, and Roger S. Pinneo, the popular catcher, are talking it over.

The Rotarian

Official Organ of the International Association of Rotary Clubs

Vol. IV

OCTOBER, 1913

No. 2

SEATTLE LEADS TO THOUGHTS OF SERVICE.

In this "Seattle number" of our magazine the Rotary Club of Seattle has given us something a little different from any other issue. The Rotarian Seattlites have told their story in photographs instead of words. Something original was to be expected from the Seattlites. When Rotary first struck Seattle, Denny and Skeel and others embraced the idea as a good one but soon they and Pinkham and Shorrocks and other philosophers began to study the whys and wherefores of this new sort of a club. When the Portland convention was called to order these Seattlites had a platform for Rotary and it was adopted and it is the platform of Rotary today. In this platform was emphasized the education and development of Rotarians through study of lines other than each one's own, the establishment of ethical standards in the conduct of business and the recognition of the equal worthiness of all legitimate occupations.

When to this platform was added the influence of that remarkable "credo" from Arthur Frederick Sheldon with its *motif* "he profits most who serves best," Rotary had a *raison d'être* with which to challenge the admiration of the world.

Service is the watchword of Rotary today and forever more. In service is truth for how can one serve well if not truly. In service is efficiency for how may one expect his service to be of value unless it be efficient. And when one feels the impulse of service how great and how numerous are the opportunities. For countless ages men seem to have thought they had to have some special commission in order to be able to do something worth while—some office, some rank, that they had to be anointed as of the priesthood before any opportunity for service was open to them.

The chronicles of yesterday and of today have some glorious exceptions. Surely Michelangelo never painted that he might receive a gold or bronze medal. Luther Burbank does not produce a thornless cactus that men should tell him what a great man he is. Captain Scott would have sought the pole if there had not been a newspaper or magazine in the world to publish his picture. These men have served for the joy of doing something worth while. The true reward of Service is not in honors, not in office-holding but in the consciousness of work well done—work which your fellow-men would call well-done—if they knew of it. It is not necessary that they always should know of it. They have a legion of honor among the policemen in New York. The members of the legion are policemen who have saved lives or done other heroic deeds for which they are given decorations. One of their number is president of the legion. A reporter asked him to tell what he did that gave him his decoration. This he quietly but firmly refused to do. It was his secret, one not to be cheapened by publication—at least until the books of the recording angel are opened.

In Rotary there are opportunities to serve both one's local club or some other club or the Association in general. Shall any one hesitate to serve because he has not an official position? He will not if he has caught the true message of Rotarianism. Shall any one holding an office neglect his opportunities for service? He will not if he is a true Rotarian. Shall any one strive for an office or campaign for it or trade for it? He will not if he wishes to keep Rotary unique and different from all other organizations.

There is no greater service to be rendered to Rotary than for all Rotarians to stand together on the platform that officers of the local clubs and of the Association shall be chosen according to the method by which each club now selects its members—that of picking the best man in his line. This means that those worthy impulses of admiration of and loyalty to a personal friend must be wisely held in restraint at times. It is so when the club selects its members.

And this plea is written in all sincerity with absolutely no reference to anything that has happened. It is a plea for the future. Rotary is unique, different from every other kind of organization. If we will, we can make it more so. C. R. P.

THE DANGER OF A WHEEL WITHIN A WHEEL.

At the last Rotary convention there was a little relaxation one evening and an "order" was established with an animal as a patron saint. That animal which has been the butt of many a time honored joke and has done some butting himself. In this order he was perhaps appropriately declaimed as "the most fragrant one."

Those who were at the convention know how harmless the sport was. The writer had the honor of being initiated in the same team with Russell Greiner and we still live to tell the tale.

The "order" seems to be spreading or multiplying with initiations in many of the clubs and doubtless much good fellowship will be developed thereby but it may be well for us to go slow on this fantastic monkey business. There are those who are doubtful of the propriety and wisdom of encouraging such a piece of nonsense and I am not sure but what they are right. Being a member of the herd I may be allowed to say this much.

One man who was not at Buffalo but is recognized as a great leader in Rotary rather logically criticises the pink goat proposition on the grounds:

First, because it detracts from the dignity of the organization which we are striving to establish;

Second, because the general impression might be that there is an inner organization, something secret and different than the regular organization, and

Third, because attention to such things as this tend to deflect us from our line of thought in Rotary. C. R. P.

A CLERGYMAN'S CONCEPTION OF ROTARY.

Rotary is religion with another name. It is religion without symbols and signs; it has no mysteries, but many mercies to reveal. It is the new commercial conscience; it parallels fundamental Christianity and lives creedless but not loveless. It stoops to lift and sacrifices to share. Believing in men it therefore believes in God; and it affirms that no man can hold right relations with God and wrong relations with men. It is the new missionary to modern business, insisting that business must be, but that business must be right. Rotary is the rediscovery of the man as being more than the system; and its happiest contribution to the hour is its preachment that individualism finds its best and truest expression in social unity.

J. R. PERKINS, *Pastor First Christian Church, Sioux City, Iowa.*

EFFICIENCY.

The definition of efficiency said to have been given by Harrington Emerson is "the elimination of all needless wastes in material, in labor and in equipment so as to reduce the costs, increase profits and raise wages.

Herbert N. Casson puts it in this form "the securing of a higher percentage of results by applying scientific methods to the activities of the business world."

A Rotarian might offer the laconic phrase "perfect service."

Seattle, the City of Achievement

By Francis R. Singleton

SEATTLE, the city of great achievements, has commanded publicity which has made its name, if not its advantages, well known throughout the civilized world. Its citizens are loyal optimists who back their loyalty and optimism with any amount of money necessary to carry out the great public projects which are advancing the city so rapidly. They are wont to sing the praises of Seattle but, with the influx of eastern visitors increasing each year, self praise is no longer necessary.

Mr. Fred Houseman, member of the banking firm of A. A. Houseman & Co., of New York, paid a visit to Seattle recently. On his departure he said:

"I believe it is the duty of every Eastern business man to pay a visit to this city. Here his eyes are opened, for to see a modern city, metropolitan in every detail, with splendid sky-scrappers, beautiful homes and churches and banks that would be a credit to a city twice its size, are features to bring surprise to any Eastern man who does not know the facts.

"Your streets are well paved. The boulevards are among the finest that the world affords. Schools and libraries are in keeping with the brisk, live note that is being sounded here every day, and the streets teem with the bustle of traffic that is so musical to the ear of the city-reared man.

"On my last visit ten years ago great hills reared tier upon tier back from the water front. I wondered then if it would ever be possible to build a city here. But it is history that no city having natural advantages ready-made ever reached an important place. Only those where footings for its buildings had to be forced and builded out of soil, by cuts and fills, have grown to be world ports and cities of the first magnitude.

"The great hills have faded. In their places are beautiful buildings, modern apartment houses and homes, and much property that was formerly impossible for residence purposes has come into fabulous value as business sites. This work has been carried on with a speed that makes an Eastern man gasp, and on a scale that would cause a shock



to those unaccustomed to think in big figures."

President Taylor, of the National Conference of Charities and Corrections, which met recently in Seattle, had the following to say:

"It is the most 'cityfied,' foresighted and confident of all the American cities. The mayor astounded me with the figures and totals of sums you have spent within ten years for parks and

playgrounds. At this rate no city in the world will ever catch up with Seattle, for your great growth in population and in city land values is all ahead of you.

"You are fixing your beautiful city for a million population and you are doing it at a time when it can be accomplished most cheaply. You not only enjoy the great work of your own hands and dollars, but you are making an incalculable heritage for the future generations of Seattle people. The children of now and of the future will call the men and women who are now building this city—blessed.

"The same evidence of faith in the future looms in the finely paved and lighted streets, the grassed and flowered vacant lots, the fountains and statues on every hand. They are the best proofs that Seattle believes in itself and that its people, thrifty as they are, have thoughts and aspirations above mere money-getting."

Seattle is the most progressive city in the United States because it is made up very largely of progressive, energetic people from the East who find in the West none of the Eastern conservatism to hold them back. With a population estimated by the United States census bureau a few months ago at 295,000, it occupies a developed territory twice the size of the city of Baltimore and sufficient to care comfortably for the 1,000,000 people who are confidently counted upon by the end of the next decade.

It is not only in the development of territory with streets and other city facilities, that Seattle is preparing to become a city of a million inhabitants. She is spending some six millions of dollars in constructing modern wharves, warehouses and other terminal

shipping facilities on the harbor; together with the United States Government, she is spending \$3,625,000 in constructing a canal to connect Puget Sound with her inland lakes, making a fresh water harbor for ocean-going craft; she is spending another \$1,500,000 in building the Duwamish waterway, an extension of the harbor four-and-one-half miles long which makes accessible some 7,000 acres of level land suitable for industrial sites, already served by five trans-continental railroads.

Aside from these public expenditures, millions of dollars of private capital are being invested annually in the development of various substantial commercial and industrial enterprises, for no part of the country is developing as rapidly as the Pacific Northwest and the influx of capital is hardly great enough to keep pace with this rapid development.

Seattle is the head-center of this great development; the most notable product of this great growth. Not only is its commerce and industry great, but its city government is fast becoming recognized throughout the country as a model in many ways. Each municipal department is developed far be-

yond other cities of the same size. Abundant, pure water; cheap electric light and power and free collection and destruction of all waste are but a few of the lines of municipal service. Consequently, Seattle is a city of homes, with the lowest death rate in the civilized world; a high birth rate and moral conditions much above the average of cities. There are no slums and vice must be sought to be found.

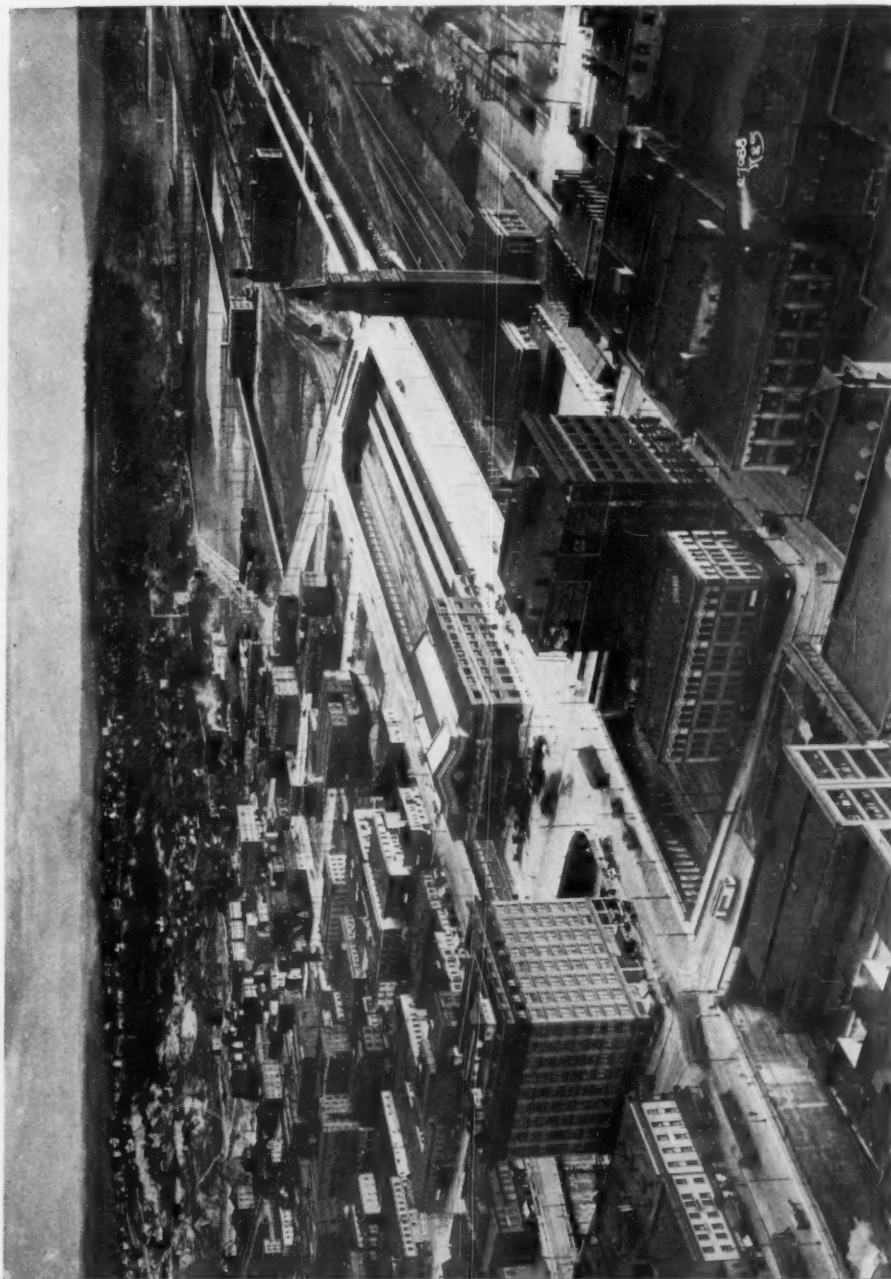
An equable climate, with warm winters and cool summers, is one of the great charms of life in Seattle and one reason why it is next to impossible to get any one who has lived there for any length of time to leave Seattle permanently. No less an authority than Dr. Woods Hutchinson has declared that there is no climate in the United States better adapted to soothe tired nerves and restore health than the Puget Sound climate. That is why Seattle people look young and feel young until they are really old, despite the pace which the industrious spirit of Seattle sets for all who come within her confines.

Seattle is full of present realization and future promise. She offers opportunity for all who come.

Now is the time to come.

Only Opportunity Knocks at Seattle

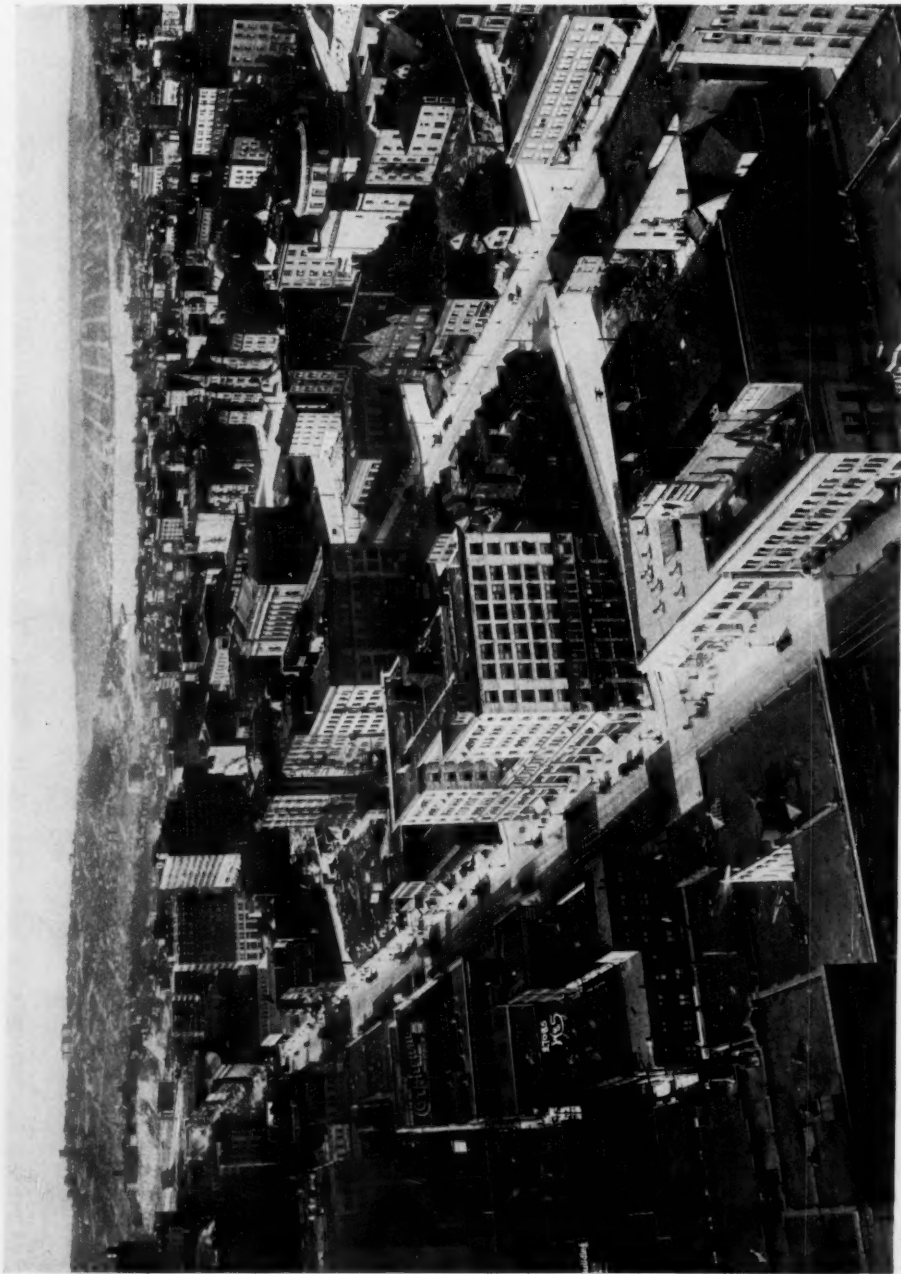
"NO MAN should feel himself settled in life until he has seen Seattle or knows what it has to offer him in the way of prosperity and happiness. In the last ten years, Seattle has grown 194 per cent and the state of Washington 120 per cent in population. With the opening of the Panama Canal and the diverting, by the steamship companies, of the stream of emigration from the over-crowded districts of the east to the vast northwest country, whose resources have hardly been touched, who can foretell the strides that Seattle and the State of Washington will take in the next few years? Somebody will supply this market. It should be done by Seattle factories. If you are a man to seize opportunities, the Seattle Rotary Club will be glad to answer all inquiries promptly."



RAILWAY TRACKS ENTER THE CITY OVER THE TIDE-FLATS.

The Roster of the Seattle Rotary Club

The names appearing on the following pages below the illustrations constitute a complete list of the members of the Seattle Rotary Club. In addition, the previous place of residence of each member is given.



PART OF BUSINESS SECTION—LAKE UNION IN THE DISTANCE.

Adams, E. R., Honolulu.
 Anderson, Wm. S., Detroit, Mich.
 Apfel, P. F., Chicago, Ill.
 Appleby, Dr. J. K., Dallas, Texas.
 Austin, John E., Nova Scotia.
 Averill, F. L., Los Gatos, Cal.
 Bacon, M. J., San Francisco, Cal.

Barnes, Pierre, Washington, D. C.
 Barnes, W. H., Sioux City, Iowa.
 Barnes, R. X., Sioux City, Iowa.
 Barnes, S. L., Danvers, Mass.
 Bartlett, H. D., Worcester, Mass.
 Barton, Joseph, Indianapolis, Ind.
 Barton, G. I. C., Dawson, Yukon Ty.



SECOND AVENUE LOOKING SOUTH FROM UNIVERSITY STREET.

Bassett, H. A., Chicago, Ill.
 Beck, F. A., Boston, Mass.
 Begerow, A. F., Milwaukee, Wis.
 Beham, Wallace C., New Orleans, La.
 Benford, C. A., Detroit, Mich.
 Benson, W. D., St. Paul, Minn.
 Berger, Fred V., Honolulu.

Betts, G. K., Syracuse, N. Y.
 Bidinger, G. H., Chicago, Ill.
 Bilger, W. L., Olympia, Wash.
 Blackler, T. P., Los Angeles, Cal.
 Blackwell, C. H., Minneapolis, Minn.
 Blake, E. L., Chicago, Ill.
 Bogardus, C. E., Chicago, Ill.



SECOND
AVENUE
NORTH
FROM
YESLER
WAY.

Bogle, C. M., Chattanooga, Tenn.
 Bosch, J. R., Java, South Dakota.
 Bourret, Geo. R., Portland, Ore.
 Bowden, G. B., Atlanta, Ga.
 Bowen, D. W., Massillon, Ohio.
 Boyd, R. M., Brockville, Ontario.

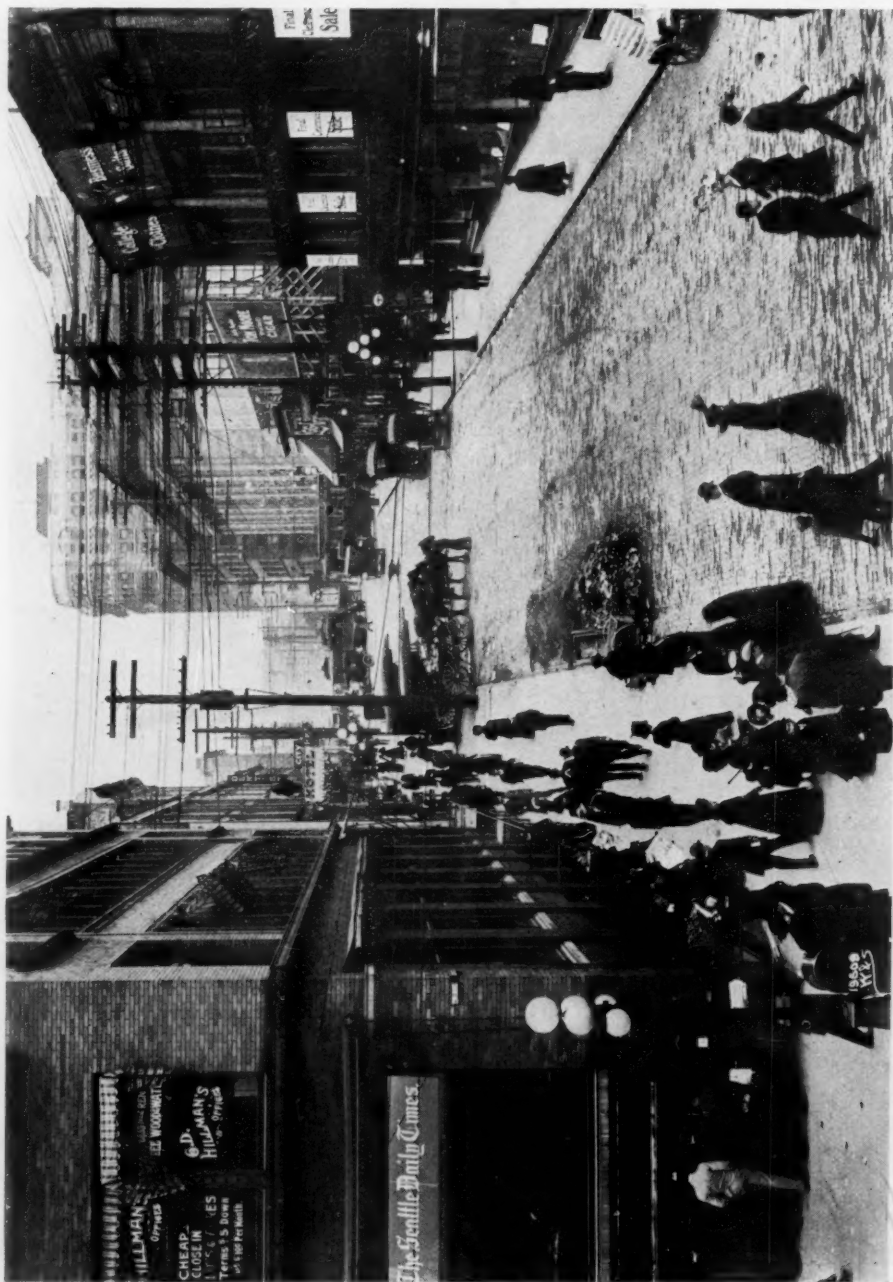
Brace, H. G., Spokane, Wash.
 Brace, J. S., Spokane, Wash.
 Braun, E. C., Lorain, Ohio.
 Brewster, J. R., Ft. Yates, N. D.
 Brigham, M. S., Boston, Mass.
 Brinkley, R. C., Chicago, Ill.



FIRST
AND
SECOND
AVENUE
LOOKING
NORTH.

Brown, M. F., Menominee, Mich.
Buell, B. B., Denver, Colorado.
Buhtz, A. J., Cleveland, Ohio.
Burns, Dr. A. E., New York City.
Burns, Frank E., Wyandotte, Mich.
Bushnell, Leonard, New Bedford, Mass.
Butterworth, G. M., Boston, Mass.

Butterworth, B. K., Seattle, Wash.
Campbell, H. O., Sioux City, Iowa.
Campbell, John S., Pittsburgh, Pa.
Carr, Byron T., Leavenworth, Wash.
Casey, R. R., Portland, Ore.
Chadwick, H. A., Gardiner, Maine.



UNION STREET LOOKING EAST FROM SECOND AVENUE.

Chatham, Ralph, Milwaukee, Wis.
 Chapman, H. P., Farmington, Ill.
 Chapman, O. L., Butte, Mont.
 Claggett, Geo. D., Portland, Ore.
 Clark, A. B., San Francisco.
 Clark, V. V., Albuquerque, N. Mex.
 Clark, J. A., Portland, Ore.

Clemmer, J. Q., Polo, Ill.
 Coe, C. M., Chicago, Ill.
 Conly, H. F., Chicago, Ill.
 Cooper, Frank B., Des Moines.
 Cronk, S. M., Spokane, Wash.
 Cunningham, R., Los Angeles, Cal.
 Cunningham, Dr. W. F., Edmonton, Alb. Can.



THIRD AVENUE LOOKING NORTH FROM JAMES STREET.

Cunningham, Edward, Glasgow, Scotland.
 David, O. J., Detroit, Mich.
 Dawson, H. H., Steubenville, Ohio.
 Dawson, W. C., Port Townsend, Wash.
 DeWolf, Clayton, Kansas City, Mo.
 Dial, Chas. M., Olympia, Wash.

Dickinson, M. H., Philadelphia, Pa.
 Disney, A. E., Chicago, Ill.
 Douglas, J. F., Graston, N. D.
 Dow, Frank P., Lawrence, Mass.
 Dowling, Geo. H., San Francisco, Cal.
 Dunne, J. J., San Francisco, Cal.



TOTEM
POLE
IN
PIONEER
PLACE.



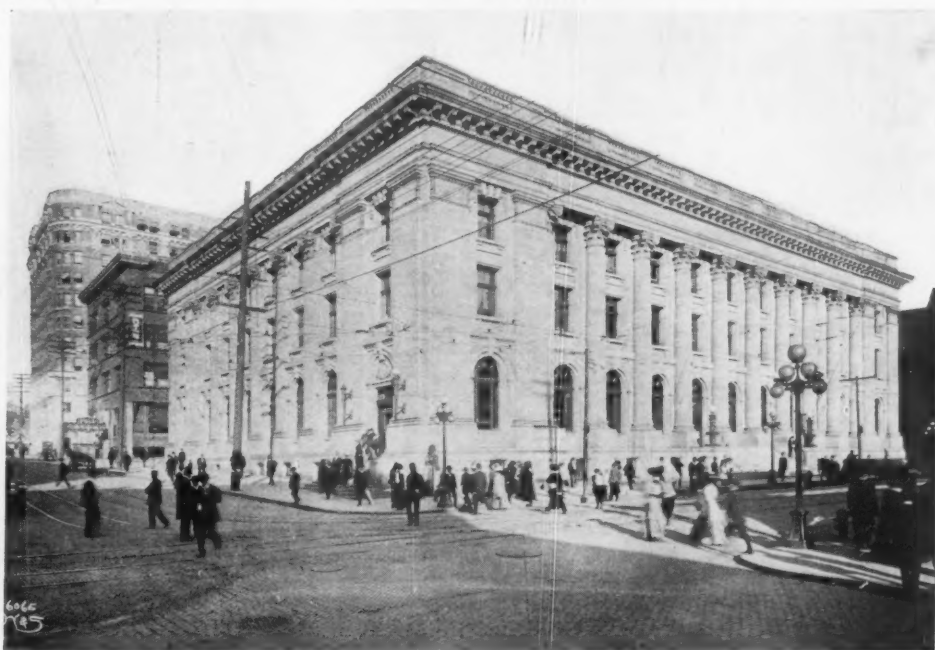
CHERRY
STREET
EAST
FROM
FIRST
AVENUE.

Duncan, M. W., Seattle, Wash.
Dwyer, J. B., Buffalo, N. Y.

Earnest, Ralph L., Chicago, Ill.
Eastland, T. E., Denver, Colorado.



PART OF BUSINESS DISTRICT LOOKING TOWARDS FIRST HILL.



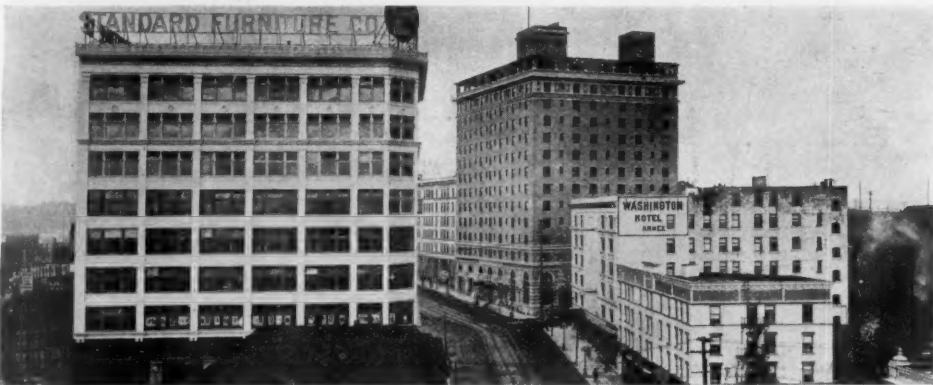
U. S. GOVERNMENT BUILDING.

Ebright, C. B., Xenia, Ohio.
Eckart, C. H., Akron, Ohio.

Eckart, Wm. F., Akron, Ohio.
Eikenberry, U. S., St. Louis, Mo.



DENNY HILL REGRADE—WASHINGTON ANNEX SHOWN COMPLETED BELOW.



THESE BUILDINGS TOOK THE PLACE OF THE HILL SHOWN ABOVE.



DUMPING
THE
HILLS
INTO
THE
HOLLOWS.



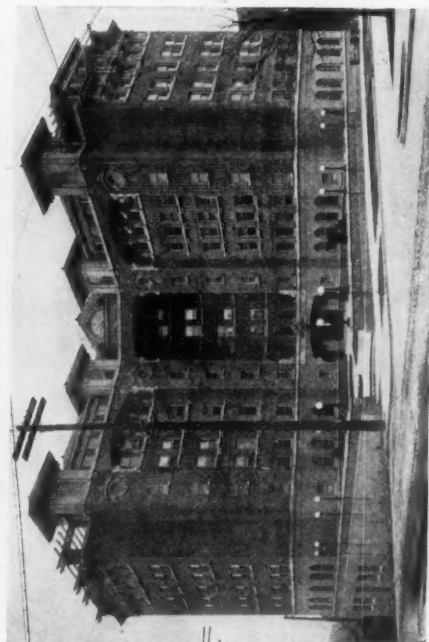
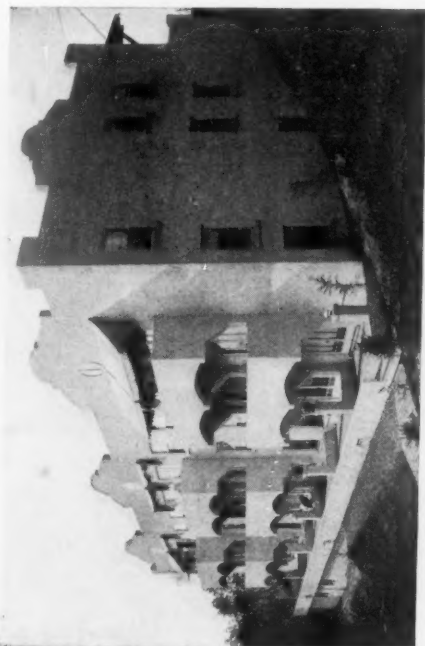
TALL BUILDINGS HARDLY WAIT FOR THE HILLS TO DISAPPEAR.



CUTTING A STREET ON A SIDE HILL.



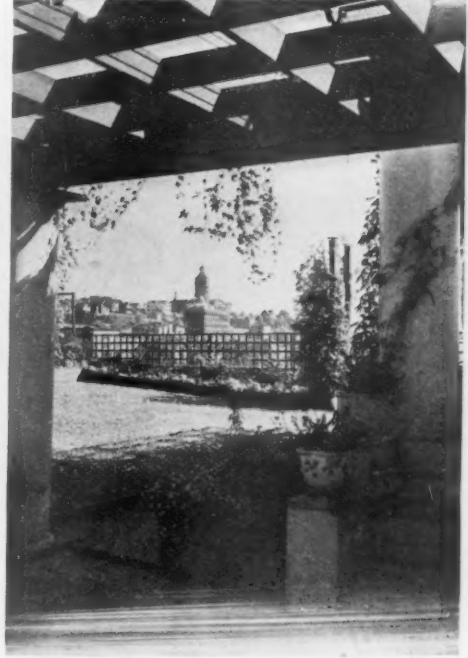
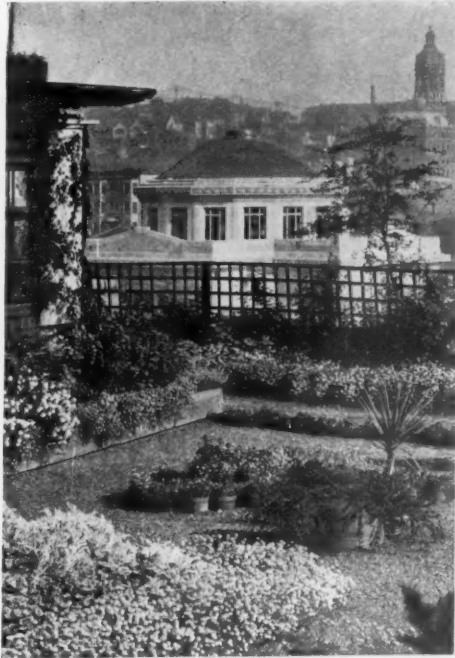
WASHING
A
HILL
INTO
THE
BAY.



TYPES OF SEATTLE APARTMENT HOUSES.

Elston, E. E., Minneapolis, Minn.
 Everett, Fred, Chelsea, Mich.
 Farmer, C. J., Port Angeles, Wash.
 Farnham, D. T., Binghamton, N. Y.
 Fassett, Dr. F. J., Boston, Mass.

Finn, Chas. C., San Francisco, Cal.
 Finn, W. F., Natick, Mass.
 Fisher, O. D., Bozeman, Mont.
 Forehand, J. A., Kokomo, Ind.
 Foster, W. F., San Francisco, Cal.



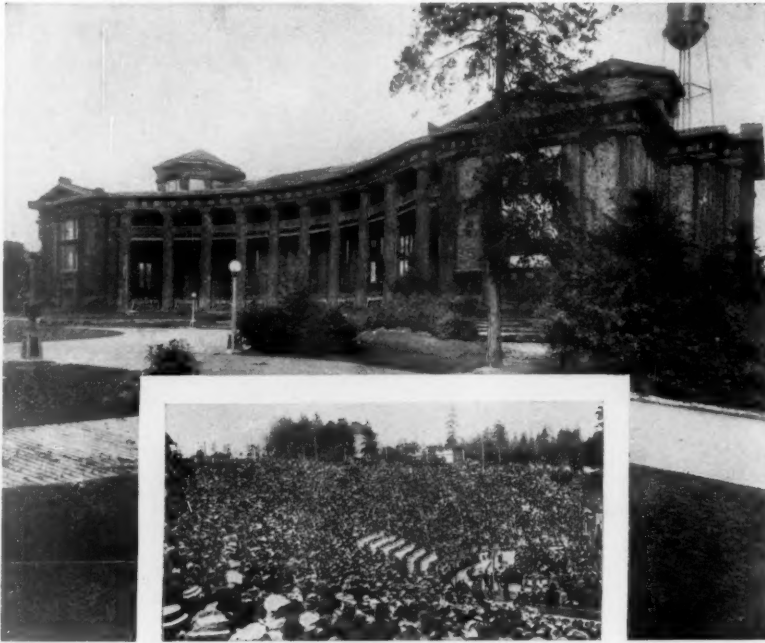
A SEATTLE HOTEL ROOF GARDEN.



SWEEPING VIEWS FROM THE RESIDENCE SECTIONS.

Fotheringham, D. S., St. Louis, Mo.
 Freeman, Miller, North Yakima.
 Fry, A. C., Republic, Ohio.
 Fryer, D. E., Denver, Colo.
 Galloway, A. B., Portland, Ore.
 Gallup, C. M., Denver, Colo.
 Gardner, A. A., Seattle, Wash.
 Gardner, J. H., Lawrenceburg, Ind.
 Garvin, S. H., Choteau, Mont.

George, R. F., Parker, S. D.
 Ghiglione, A. F., New York City.
 Gibson, J. S., Mobile, Ala.
 Gilbreath, V. G., Indianapolis, Ind.
 Ginnold, A. R., Pasadena, Cal.
 Gomoll, Ed. L., Chicago, Ill.
 Gray, Geo. B., Salem, Ore.
 Guppy, Geo. R., San Francisco, Cal.
 Hall, Charlton L., San Diego, Cal.



WHERE
FORESTRY
IS TAUGHT
AT THE
UNIVER-
SITY OF
WASHING-
TON.

NATURAL
AMPHI-
THEATRE
AT THE
UNIVER-
SITY.



THE
ROTARY
HOTEL,
THE
RAINIER-
GRAND,
WHERE
THE
ROTARY
HEAD-
QUARTERS
AND SEC-
RETARY'S
OFFICE
ARE
LOCATED.

Hall, H. W., Burlington, Iowa.
Hall, John L., Chicago, Ill.
Hardy, H. C., New York City.
Harvey, H. O., Spokane, Wash.
Hardentergh, L. R., Tacoma, Wash.
Harris, P. E., Seattle, Wash.
Hawkes, Frank M., New York City.
Haynes, Charles, San Francisco, Cal.

Hazelwood, Stuart, Denver, Colo.
Heiden, H. B., Denison, Iowa.
Heifner, Chas. G., Manilla, Iowa.
Heinzerling, A. U., Memphis, Mo.
Henehan, M. J., Providence, R. I.
Hewitson, J., Roslyn, Wash.
Hibbard, G. W., Mexico City.
Higgins, C. E., Minneapolis, Minn.



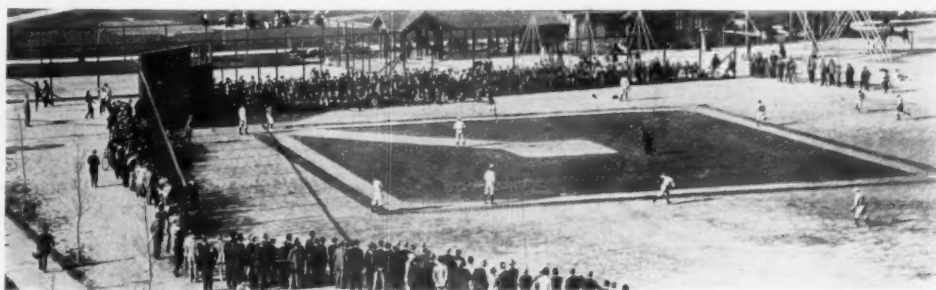
ONE OF SEATTLE'S MANY HIGH-SCHOOLS.



MAIN LIBRARY BUILDING.



SEATTLE CHURCHES.



A PUBLIC PLAY-GROUND.

Hobson, W. T., San Francisco, Cal.
Hoffman, Geo. W., Shamokin, Pa.

Horr, L. G., Olin, Iowa.
Houlahan, W. T., Seattle, Wash.

Seattle, the Seaport of Success

By Earl J. McLaughlin

SEATTLE'S commercial supremacy is uncontrovertible and safe. Her position on the Pacific Ocean as the gateway to Alaska and the Orient, where the great scenes of the world's commercial history are to be enacted, makes this not only probable but extremely possible.

Equipped at home with a wonderful natural harbor which her people are sparing no expense in providing with most ample and modern terminal facilities, Seattle has at her back a rich agricultural country capable of supporting many millions of people while her front door faces the seaports of the world.

The principal commodities of export mentioned in order are lumber, grain, flour, fish, raw cotton and coal, all with the exception of cotton representing Seattle's own crop and product. Seattle is more than a forwarding port. The ships that leave her docks carry away the products of her neighboring forests, the wheat fields of her own vicinity, her flour mills, her coal mines and her many industries. The money returns to the source of the crop and industry.

The Panama Canal will open new channels of trade for Seattle beyond estimation. Lumber exports particularly will increase under the reduced cost of shipping. The immense fruit crops of the state of Washington will be carried through Seattle to the markets of Europe at a less freight cost than is now imposed by rail to New York. Our flour millers will find it possible to ship their products to the American Gulf ports, from which they are barred by present freight



rates. Our people will receive the goods they buy in Europe and in the eastern part of the United States at a much lower cost of freight, thus enabling them to more favorably compete with the merchants of the Middle West—Chicago, St. Louis, St. Paul, Kansas City, and Omaha.

To meet the demand of the growing Northwest for manufactured articles, industries of every kind have grown up in and about Seattle. The farmers of Washington are demanding an ever increasing amount of these products as new lands are brought under cultivation. It must be remembered also that Alaska, which will always look to Seattle to supply her needs, furnishes an ever ready market for the products of industry.

Skilled and unskilled labor and raw materials in plenty and at low cost are available to the manufacturer. Power rates for moderate sized installations, on short time contracts, range from three cents per k. w. h. to one-half cent per k. w. h., depending on the load factor, while off-peak power is supplied at one-third less than these rates. To large consumers of power, on long time contracts, a lower rate is made.

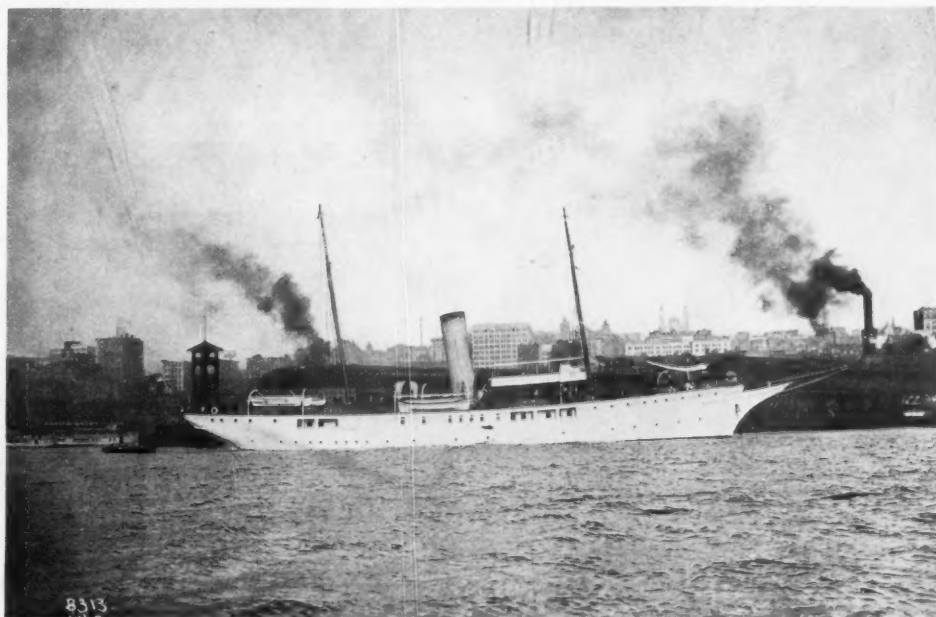
The standing timber in the western part of the state of Washington amounts to two hundred and seventy billion feet. The saw mills cut last year four billion feet of lumber, and shingles, seven billion. The coal mines in the neighborhood of Seattle produced last year three and a half million tons of coal.

Seattle, the Sturdiest of Cities

"WHAT makes Seattle grow? She grows because she is the center of the greatest lumber and timber industry in the world; because she is the metropolis of the state which has made the greatest percentage of growth in population in the last decade; because she is the center of the Alaskan trade, controlling ninety per cent of that trade; because of her great fishing and mining industries; because she is situated on the highway of commerce between the great markets of this country and the Orient."



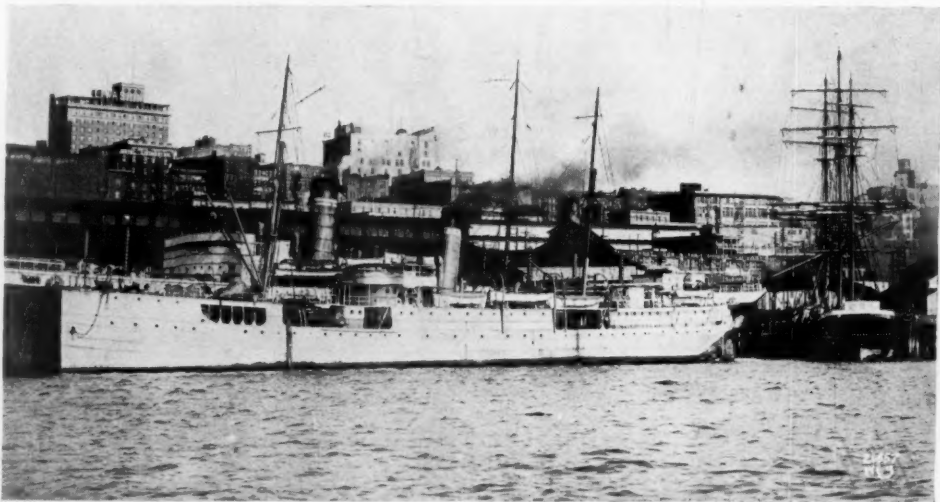
RAILROAD AVENUE—VIRGINIA STREET DOCK, THE ROTARY DOCK.



ALONG THE WATERFRONT.

Howes, Robert, New York City.
Hoy, Frank A., Chicago, Ill.
Hughes, Malcolm, Topeka, Kan.

Hulen, Charles, Sioux City, Iowa.
Hull, Stephen A., St. Louis, Mo.
Hunter, R. W., Denver, Colo.



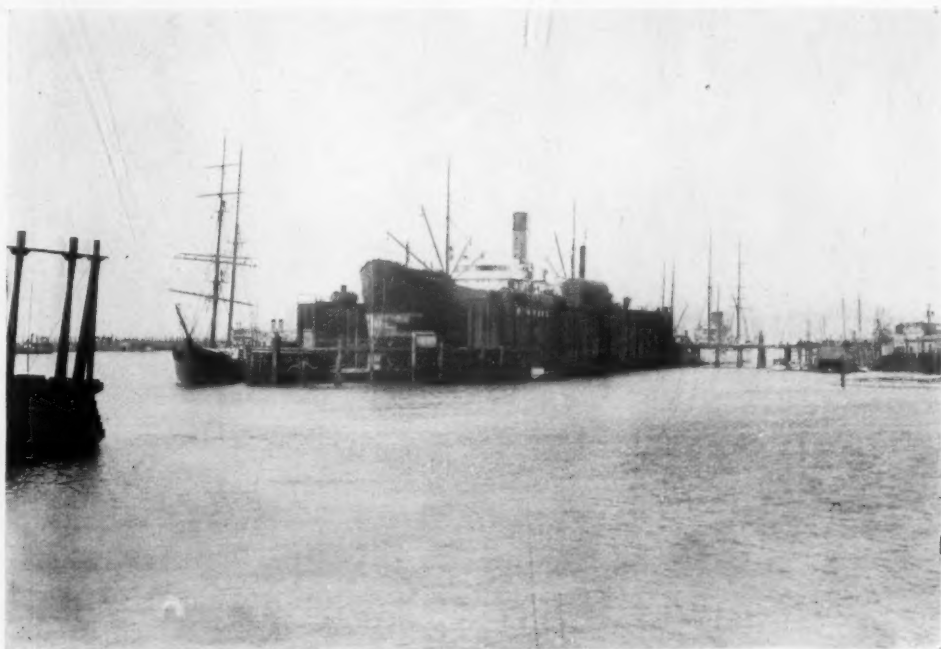
SCENES ALONG THE WATERFRONT.

Hurlbut, F. W., New Albany, Ind.
 Hussey, E. B., Salem, Mass.
 Hutson, R. J., Edgerton, Wis.
 Jacobs, Joseph, New York City.
 Jahn, W. F., Trenton, N. J.
 James, George, Chicago, Ill.
 Jansen, R. B., Fonda, N. Y.
 Jenkins, D. W., Louisville, Ky.

Jones, Everett O., Salt Lake City.
 Jones, A. H., Brockville, Ontario.
 Judah, W. B., Indianapolis, Ind.
 Justice, J. R., Winston, N. C.
 Kane, S. G., New York City.
 Kellogg, M. V., Bay City, Mich.
 Kellogg, Wm. W., Red Cloud, Neb.
 Kennard, E. M., Puyallup, Wash.



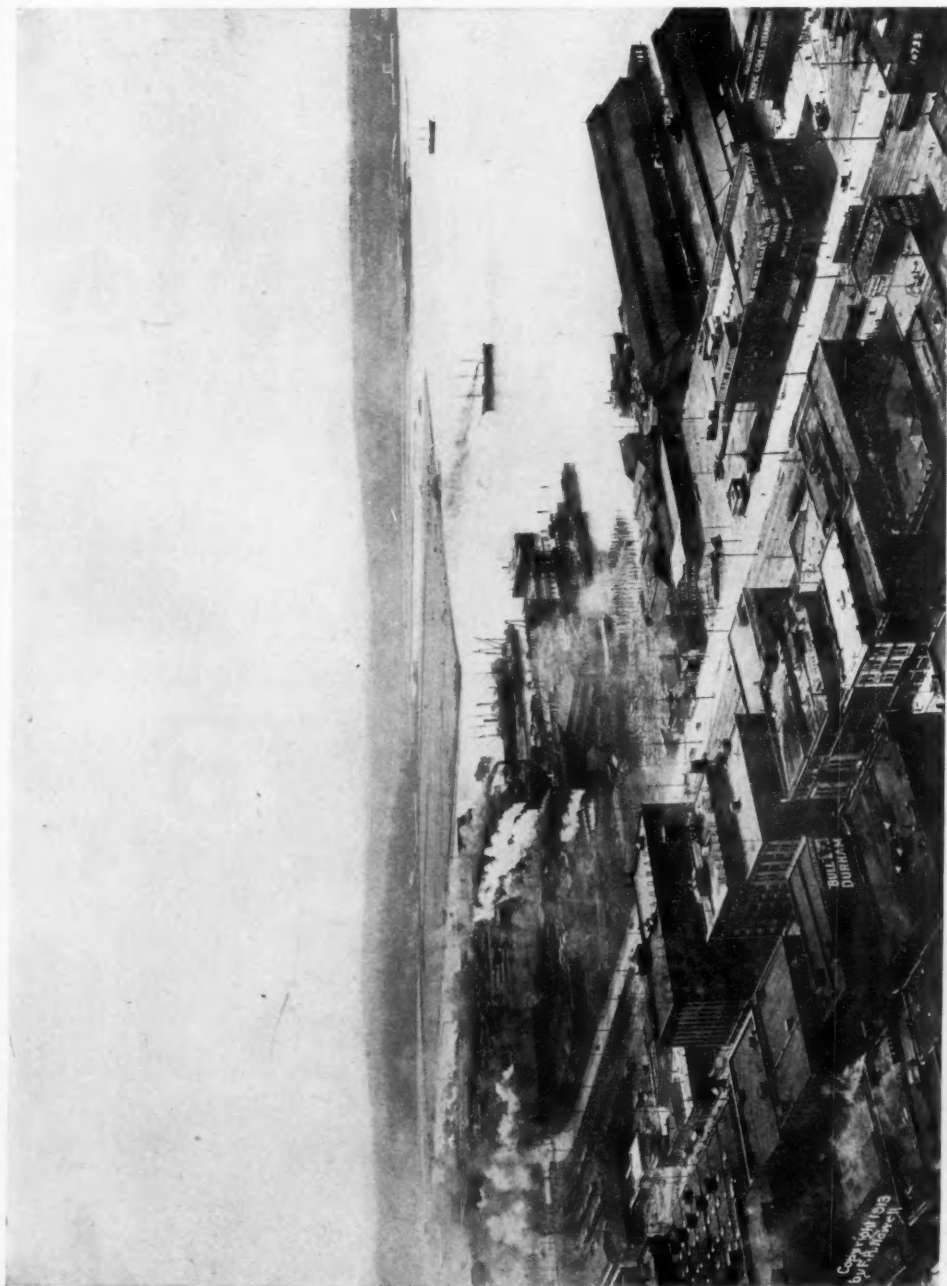
SEATTLE CONSTRUCTION AND DRY DOCK CO.'S SHIPBUILDING PLANT.



SCENE ALONG THE WATERFRONT.

Kent, H. W., Lockport, N. Y.
Kern, E. L., Butte, Mont.

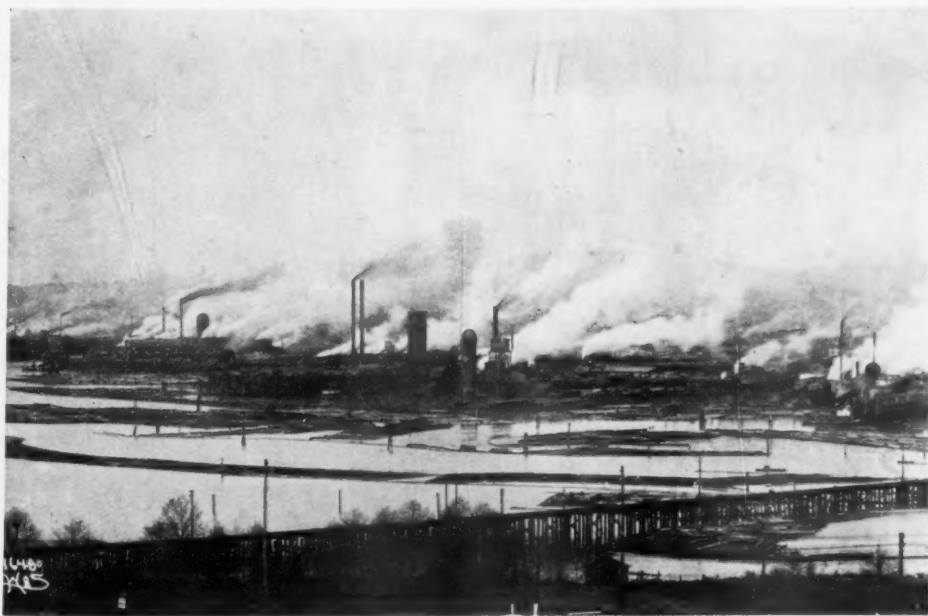
King, H. R., Miles City, Mont.
Kristoferson, A., Mence, Ill.



RECLAIMING THE TIDE-FLATS—HARBOR ISLAND READY FOR DEVELOPMENT.

Kroll, Carl, Hamburg, Germany.
 Lang, F. S., Nome, Alaska.
 Lang, J. M., Denver, Colo.
 LaRowe, F. F., Sioux City, Iowa.
 LaPine, F. C., Detroit, Mich.
 Leckenby, Frank, Petaluma, Cal.
 Lee, Chester F., Spokane, Wash.

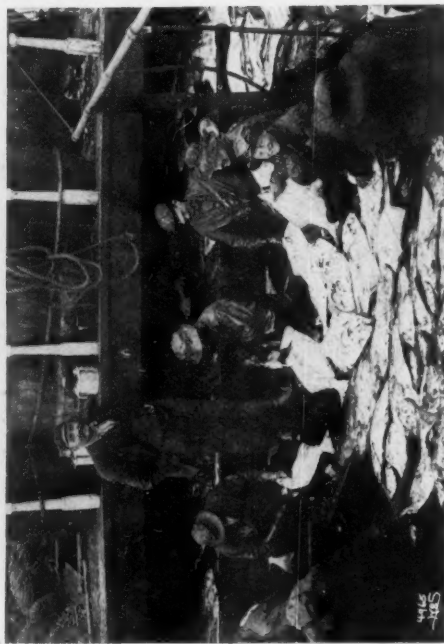
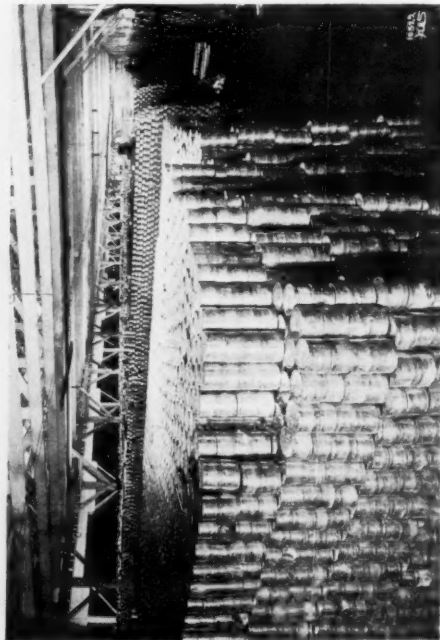
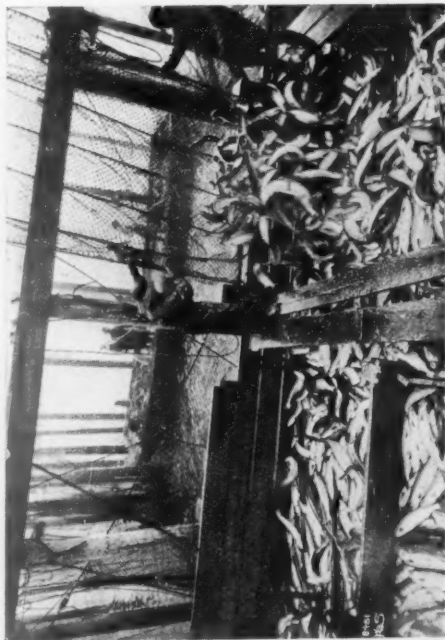
Lee, Harold, East Orange, N. J.
 Linquist, Geo. F., Tacoma, Wash.
 Logue, R. G., Cleveland, Ohio.
 MacDonald, D. K., Seattle, Wash.
 Macfarlane, A. L., New York City.
 MacKenzie, Geo. J., Nairn, Scotland.
 Major, Rev. W. A., Cincinnati, Ohio.



THE LUMBER MILLS SHIP TO ALL PARTS OF THE WORLD.

Manny, H. H., Rockford, Ill.
Marsh, A. H., Chicago, Ill.
Martin, C. W., Minneapolis, Minn.
Martin, F. J., McMinnville, Ore.
Matzen, George, Cass City, Mich.
Matzger, A. K., Wilbur, Wash.

Mather, J. W., Spokane, Wash.
McAdam, Wm., London, England.
McAllaster, R. C., Ann Arbor, Mich.
McAusland, R. D., Omaha, Neb.
McCord, A. W., Montgomery, Ala.
McDermott, J. P., Bellingham, Wash.



THE GREAT FISH INDUSTRY, A SIGHT FOR TOURISTS.

McDonald, Joseph, Crapaud, Canada.
 McLaughlin, E. J., Detroit, Mich.
 McMann, R. E., Moline, Ill.
 McNally, F. L., San Francisco.
 McRae, H. F., Alma, New Brunswick, Can.

Meier, E. C., Kansas City, Mo.
 Miller, D. A., Seattle, Wash.
 Miller, J. R., Healdsburg, Cal.
 Moran, John M., Seattle, Wash.
 Morris, J. C. C., Milwaukee, Wis.



FISHER'S BLEND FLOUR, THE ROTARY FLOUR.



A COUNTRY CANNERY OF CARNATION MILK, THE ROTARY CONDENSED MILK.

Moulton, Frank, Almonte, Ontario, Can.
 Moulton, H. W., Almonte, Ontario, Can.
 Murphy, J. J., Portland, Ore.
 Myers, Chas., Detroit, Mich.
 Neville, John H., Bay City, Mich.
 Nottage, Geo. H., Portland, Ore.
 Palmer, C. H., Honolulu.
 Pearce, W. E., San Francisco, Cal.
 Pennington, C. A., Vancouver, B. C.
 Perine, H. B., Chicago, Ill.
 Perkins, Col. Wm. T., Nome, Alaska.
 Perry, Chas., Butte, Mont.

Perry, H. B., Ontario, Canada.
 Percy, W. W., Portland, Ore.
 Peterson, Gus. V., Muskegon, Mich.
 Pierce, C. C. Jr., Indianapolis, Ind.
 Pinkham, J. E., Iowa City, Iowa.
 Pinneo, R. D., Skagway, Alaska.
 Pollock, E. W., Lancaster, Wis.
 Powell, A. O., St. Paul, Minn.
 Price, John E., Denver, Colo.
 Price, Andrew, Denver, Colo.
 Pritchard, T. B., Indianapolis, Ind.
 Rankin, Jr., W. J., Troy, N. Y.

AMERICA'S FINEST NATURAL PARK



RAINIER NATIONAL PARK

Reifsnider, J. C., Oak Park, Ill.
 Richards, W. N., Menominee, Mich.
 Richardson, Dr. J. W., Barre, Mass.
 Richardson, W. F., Detroit, Mich.
 Riggs, W. W., Portland, Ore.
 Ristine, H. C., Crawfordsville, Ind.
 Ritchie, A. J., Minneapolis, Minn.

Robb, W. S., Chicago, Ill.
 Robb, J. N., Los Angeles, Cal.
 Robinson, B. W., Denver, Colo.
 Rose, C. H., Detroit, Mich.
 Rosenberg, E., Portland, Ore.
 Sanborn, Joseph A., Salt Lake City, Utah.
 Sample, Geo. A., St. Paul, Minn.

Seattle, a Mecca for Tourists

By C. B. Ebright

NATURE, apparently, was thinking of the tourist when she laid out the site of the Seattle of today and the country that surrounds it.

Every tourist is a seeker after strange and beautiful sights and is a mailer of souvenir cards to commemorate his discoveries; but, unfortunately for the friends who receive them, no picture can reproduce the sensations of the man who has stood on the hills above Lake Washington in the morning and has seen, to the south, the white dome of Mt. Rainier glistening in the sun above the mists; and has stood till the mists have dissolved and the waters of the great lake spread beneath him, sparkling in the sunlight from one green shore to the other.

Nor can picture show the beauty of the sunset with its colors reflected in the waters of the Sound and painted on the sky above and around the snowy peaks of the Olympics. Sometimes on a cloudless evening, it is a monotone in blue with suggestions of purple and rose on the waters and about the shaggy outlines of the mountains. At other times, in contrast to these subdued and peaceful sunsets, the western sky may be barbaric in the brilliancy and intensity of its coloring while the mountain peaks seem to be aflame.

After Nature for a thousand years had been preparing this to be one of the world's show places, man set a city here that rivals in interest Nature's beauties; a finely built, well



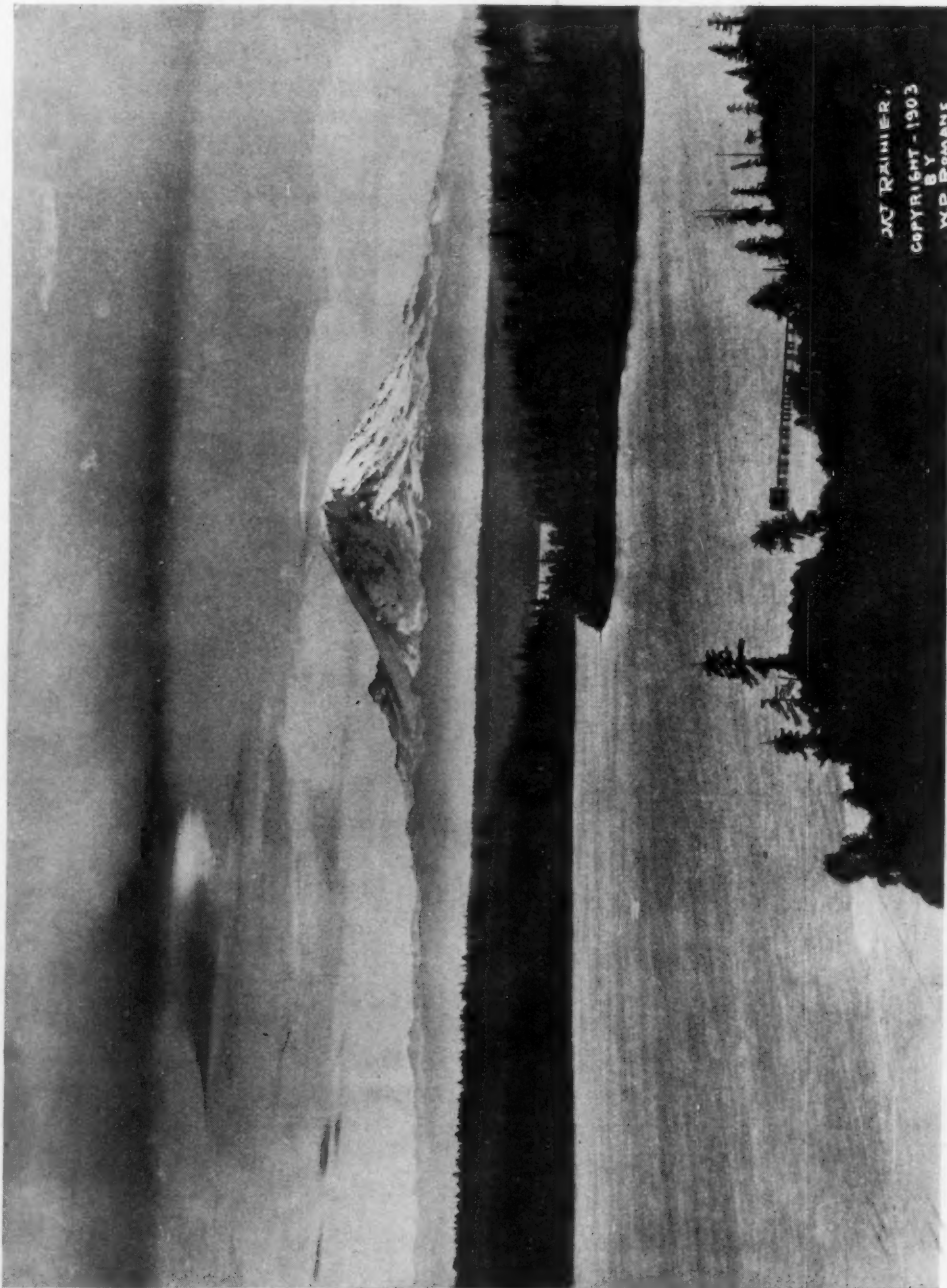
paved city with long miles of boulevards running through great natural parks, along the shores of the lakes and over the crests of the hills, the waterfront with its commerce from all parts of the world; the great lock (second in size only to that at Panama), in the canal connecting Lakes Union and Washington with the Sound; the navy yard with its battle-ships; the immense lumber mills; the fishing schooners and steamers with their cargoes of salmon, halibut and other fish—and so on.

And the variety of side trips that one may take with very little expenditure of time and money!

Those who want a more intimate acquaintance with waterfall, snow-field, glacier and mountain top, have the Switzerland of America within a few hours' ride; the great Rainier National Park reached by train or automobile; the Cascade and Olympic mountains but a short distance away; and Puget Sound right at hand offering its beauties to the traveler. Paradises for hunters and fishermen are nearby. While on one of the ocean steamers that make regular excursions to Alaska, one may see mountains that overtop Mt. Blanc, the Jungfrau or the Matterhorn; glaciers that dwarf the Mer de Glace and its puny associates; while the fiords of the Southeastern Archipelago do not suffer by comparison with those of Norway whose grandeur has been immortalized in its sagas.

Where New Industries Are Welcomed

"THE northwest country is new in the sense that it has not been long developed; but the rate of that development and its amount are stupendous facts that should be studied by every business man in the United States, because they may offer to him just the opportunity he is looking for. Along with the rapidly increasing demand for all kinds of manufactured articles, Seattle offers other exceptional advantages for the location here of new industries. The superiority of Seattle is due to the fact that nowhere on the globe are concentrated in one spot so many factors vital to industrial success."



MT RAINIER,
COPYRIGHT - 1903
W.P. ROMANE

MT. RAINIER FROM SEATTLE RESIDENCE DISTRICT.

Sands, Roger, Chicago, Ill.
Schmitz, Adolph, Stuttgart, Germany.
Schoenfeld, Ralph, San Francisco, Cal.
Schoenfeld, H. A., San Francisco, Cal.
Searle, T. W., San Jose, Cal.
Seely, Dr. J. T., Menomonee, Wis.
Sennott, E. H., Boston, Mass.

Sergeant, J. T., Denver, Colo.
Serwe, Phil. L., Fond du Lac, Wis.
Shaw, J. N., Chicago, Ill.
Shorroek, E. G., London, Eng.
Singleton, F. R., Green Bay, Wis.
Slater, Amos, Denver, Colo.
Smith, Leonard P., Seattle, Wash.



THE OLYMPIC MOUNTAINS FROM QUEEN ANNE HILL.

Sowle, Lawrence K., Minneapolis, Minn.
 Staadecker, V., St. Paul, Minn.
 Skeel, E. L., Cleveland, Ohio.
 Stark, E. B., Portland, Ore.
 Starr, W. E., Fond du Lac, Wis.
 Stern, Harold G., Spokane, Wash.
 Stevens, N. N., Portland, Mich.
 Stevenson, R. G., Cleveland, Ohio.

Stewart, H. D., Santa Cruz, Cal.
 Stokes, H. C., Rancocan, N. J.
 Stokes, L. P., Philadelphia, Pa.
 Stone, H. F., Syracuse, N. Y.
 Sullenger, M. M., San Jose, Cal.
 Sylvester, Geo. E., Minneapolis, Minn.
 Synnestvedt, H., Chicago, Ill.
 Taylor, R. C., Middletown, Conn.



THE BOULEVARDS RUN THROUGH NATURAL PARKS.

Thomson, R. K., Owen Sound, Ontario.
Thorne, Geo W., Binghamton, N. Y.
Thorsen, T. J., Crookston, Minn.
Turrell, Geo. J., Albany, Ore.
Turner, H. E., St. Paul, Minn.
Wagner, Prof. T. H., St. Paul, Minn.

Wanamaker, E. A., Kings County, New
Brunswick, Canada.
Watt, P. H., Chillicothe, Ohio.
Webster, I. J., Portland, Mich.
Wells, M. E., Denver, Colo.
Wilbur, H. B., Skaneateles, N. Y.



THE BOULEVARD ALONG THE LAKE SHORE.

Wiley, Clifford, Paris, Ill.
Wilkins, W. A., Chicago, Ill.
Williams, J. O., New York City.
Williams, D. L., Olympian, Wash.
Wilson, Samuel, Tacoma, Wash.

Wilwerding, J. M., Griswold, Iowa.
Wing, Guy, Rapid City, Iowa.
Witherspoon, J. K., Los Angeles, Cal.
Whitecomb, O. L., Toledo, Ohio.
Wood, James, Kirkland, Ill.



SEATTLE RESIDENCES.



PARK VIEWS.



NON-RESIDENT MEMBERS.

R. L. Davis, of Mt. Vernon, Wash., Red Lodge, Mont.

Percy Livesey, of Bellingham, Wash., Augusta, Wis.

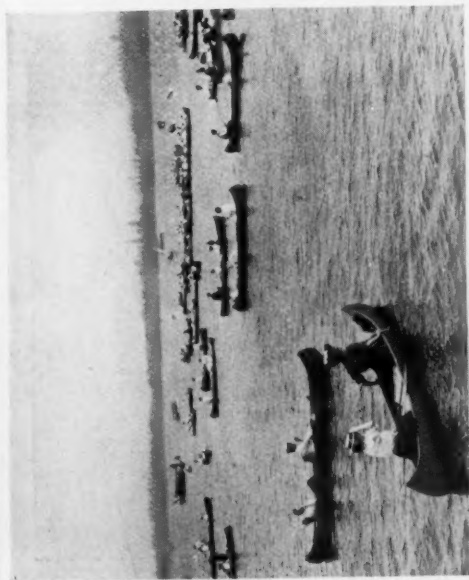
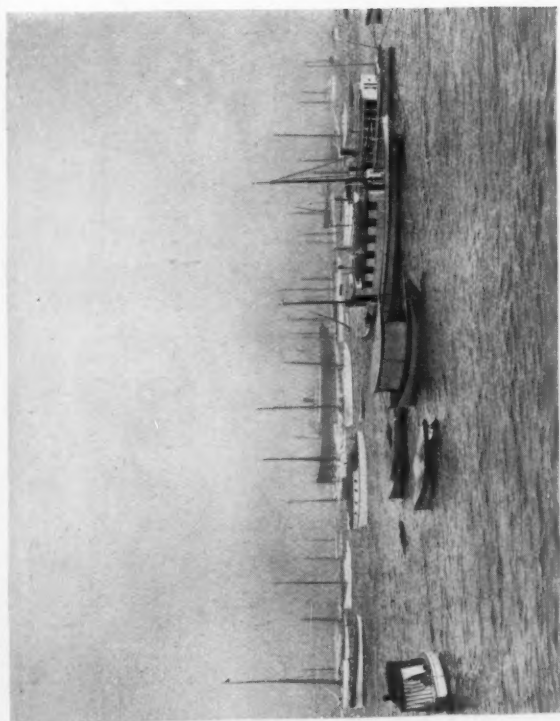
F. T. Watson, of Bremerton, Wash., Boston, Mass.

HONORARY MEMBER.

R. R. Denny of Chicago, Scott Valley, Calif.



BEAUTIFUL PUGET SOUND.



RECREATIONS ON THE LAKES AND SOUND.



THE FIORDS OF ALASKA.



AGRICULTURE AND GOLD MINING IN ALASKA.

A Triple Standard That Must Be Abolished

An Address by Joseph Jacobs Read at the Seattle Rotary Club

BUSINESS is an interchange of values between individuals, concerns or communities and, using the words in their physical sense, these values may represent things tangible such as commodities or things intangible such as credit and service. Without such interchange no civilization would be possible and for nearest approach to that condition we must hark back to the age of primeval man when each adult savage entirely supplied his own wants, just as our wild animals do today.

As mankind emerged from savagery and, in response to a social stimulus peculiar to the human species, began to assemble itself in communities, there at once sprung up the need for that interchange of commodities and service and credit to which I have referred and which I have designated as business.

Business and civilization are interdependent and inseparable. A history of the growth of business is a history of the growth of civilization and civilization is a measure of our advance as a people or as a nation and not that of any person as an individual. Business was created in response to a definite demand and need of society. It is fundamentally a social function, not an individual function, in economics and it must or should be so ordered and governed as to primarily serve the community rather than the individual.

That is a significant statement and will bear repeating for it immediately fixes the base from which any proper consideration of business ethics must proceed. I assert then that business is an instrument designed primarily for the service of the community rather than the service of the individual because the necessity for it springs from requirements incident only to community or social life and that any business procedure, which tends to cheat the community, defeats the very purpose for which business was brought into being, regardless of whether or not it benefits the individual.

Among the vital elements of business are those of trust and credit and it is perhaps no exaggeration to say that these are the most vital for they constitute the media through which the vast bulk of our business is transacted. I have been unable to locate definite

statistics on the subject but I think it safe to say that more than 90 per cent of business in the United States is conducted on a credit basis. If business were deprived of the elements of trust and credits then the total volume of business would be restricted to that which could be transacted on a basis of visual barter and trade and the possible scope of exchange would be so prescribed as to throw us back almost to our pristine condition of savagery and the entire fabric of civilization would fall apart.

Therein is disclosed the economic necessity for a code of business morals for we must have some enduring base upon which to found our faith in trust and credit as applied to business, that instrumentality by which all the extensive and varied wants of society must be satisfied, and just to the extent that this moral code is broken down or overridden and our faith in trust and credit weakened, will we be unable to meet those wants and society will thereby and by that be made to suffer. Beside this economic necessity with respect to society as a whole, individual self-respect and the inherent attributes of honesty impose the obligation of moral observances in business.

It is pertinent then to inquire if there is any tendency toward dishonesty in our American business methods and if so to what extent, what its causes are and what the remedy is. That such a tendency does exist is so patent, so universally acknowledged, as to call for no proof but the extent of such tendency is less clearly defined and less determinate. This condition, however, is not peculiar to our time and our people—it is but a continuation of what has existed in all ages and among all peoples since history began to record the hopes and vanities of man and it will continue to exist, with, however, diminishing intensity, until universal enlightenment is an accomplished fact.

I am not among those who believe that our business practices have become so corrupt as to threaten our national integrity nor do I view the future with misgiving. The fact is our business edifice as a whole is so stout a structure as to be able to withstand most violent stress before it entirely breaks down and furthermore we are too sane and

too practical a people to permit so extreme a danger to overtake us before applying a remedy.

I am also optimist enough to believe that the majority of our people prefer to and in fact do transact business upon an honest basis but a very active and important minority transacts a sufficiently large volume of business on a dishonest basis to constitute a shameful indictment against us as a people and to work a positive injury to society. It is folly to close our eyes to that fact and, however more attractive it would be to dilate upon the abundant good that could be said of business, the bad is probably in need of more immediate attention and it is the purpose of this paper more particularly to consider that phase of the subject. That we may better appreciate its extent it is perhaps well to assemble here some of the more usual forms of business fraud practiced on the public.

Dishonesty in the matter of proprietary foods and medicines, a form of fraud now undergoing correction, consisted not only in false labels bearing false statements as to origin of the product and as to mode of manufacture but also in actual adulteration by use of ingredients inferior to or different from those claimed and by using preservatives which were time and again proven to be injurious and oftentimes poisonous. It seems hardly creditable that any one, even in the name of lax business, would be willing to prepare food-stuffs under lying labels, charge them with poisonous preservatives and then offer them for human consumption. Yet the disclosures of the chemical bureau of the United States Department of Agriculture under its late chief, Dr. Harvey Wiley, and of various state bureaus were so convincing as to have aroused a public sentiment which resulted in the enactment of a considerable body of pure food laws by both state and national legislature. The fight is still on however and there is yet much to be done particularly in the enforcement of laws already enacted. An interesting if not a sinister psychology is presented in the fact that it has proven and is proving so difficult to pass and to enforce pure food laws when the judgment of the public and the scientific opinion of the specialist is practically unanimous in favor of them.

Falsification of weights and measures is another subtle method of defrauding the public and this too became so flagrant as to compel special legislation to control it. Investigations and disclosures made in this city dur-

ing the past two years by our own city bureau induced the last legislature to create a statewide department of weights and measures and it is hoped this will be able to stop the bald thievery which in some cases withheld from the purchaser as much as 25 per cent of what he had paid for.

Fake promotion schemes, whose appeal to the public is made through sleek solicitors and flamboyant prospectuses which later on are found to be false in almost every fibre and tissue of their makeup, are a form of fraud familiar to us all. The aggregate of wealth that has been lured from legitimate business service to swell these gaudy bubbles of high finance must be enormous and the pity of it is that its strongest appeal is to those who can least afford to lose and so, in addition to the diversion of funds from legitimate channels of trade, it induces in its wake much of privation and suffering. We have had too little legislation to control this class of business activity but the so-called "blue-sky" law of Kansas, which has already been copied by several other states, gives promise of proving practical and of effecting a genuine reform.

Fake advertising by fake concerns and fake specialists, although winked at from some quarters, is almost universally condemned and is not infrequently prosecuted but there is also another form of advertising which merits rebuke. Overstatements and unwarranted claims with respect to practically all classes of trade have been and are yet a very prevalent species of dishonesty in advertising. Its practice is by no means confined to the meaner and sharper tradesmen but will be found the not infrequent resort of some responsible business houses, of civic and commercial organizations and even of cities themselves in setting forth the special advantages of their offerings. Much of this dishonesty results, not so much from a desire to deceive, as from a more or less unconscious habit of exaggeration in such matters and a feeling that the public, trained by experience, is prone to discount the claims of advertising literature. There are signs that public intelligence and public conscience in these matters are undergoing a change. Severer public condemnation is being visited upon the lying advertiser when detected and the advertiser himself is coming to recognize the advantage of more conservatism in statement and closer approximation to fact. The professionalizing of advertising work and the organizing of its followers into clubs and institutes for general review and discussion

of their work has served to raise the ethical standards of advertising and is the chief factor in bringing about the wholesome change to which I have referred. The advertect as a professional man is lending dignity and responsibility to a calling to which distrust and irresponsibility has heretofore attached. He is endeavoring to put advertising on a scientific basis and that, in the final analysis, means an absolutely truthful basis and the only basis upon which it should be permitted to thrive for there can be no justification in morals and there should be none in law or business for false representation in goods or service to one who in good faith pays for such goods or services.

A prolific source of business dishonesty, both public and private, has been the so-called trusts and in general those larger enterprises which depend in a measure on legislative privilege and which require or result in large accumulations of capital. I refer to such institutions as the tobacco, steel, beef, sugar and oil trusts, and the large insurance companies. In presenting this phase of business dishonesty I do not propose to discuss whether big business is necessarily a menace to society, though I personally believe that big business fundamentally means scientific business and economic business, nor do I wish to consider the academic merits of a high or low tariff for I know there are honest differences of opinions in these matters. I prefer rather to consider only those dishonest practices, concerning which there are practically no differences of opinion, such as secret rebates, special privileges from official sources, bribing of public officials, crushing out of competition by a system of espionage and selling at less than cost until the small competitor has been commercially strangled, definite control of prices by monopoly, misapplication of trust funds, etc.

That these charges have been justly lodged against the class of institutions named is not a matter of personal opinion for they were repeatedly proven by federal and state investigations and are recorded in numerous court decisions. The entire nation was startled a few years ago by the disclosures of wholesale and flagrant abuse of trusteeship in the insurance business as brought out in the investigations conducted by Mr. Hughes, afterwards governor of New York and now Supreme Court Justice of the United States. In the federal suit against the sugar trust, as you will recall, it was shown that that institution not only practiced all the cunning and subtlety of high-finance and low politics

to maintain its monopoly but that it actually degraded itself to the cheap thievery of mechanically falsifying its weights and measures in order that it might reduce its customs charges and thereby steal a few extra millions from the national government. Many other cases could be named but the ones cited fairly illustrate my point and, while a measurable correction of these shameful abuses against common decency and honesty is now being worked out, we all know that they still continue in sufficient degree to demand the most careful watchfulness on our part and this watchfulness must be directed not only toward certain classes of private business but also toward public business and public officials.

A considerable contributor to business dishonesty is the abundance of our opportunities. A rapidly developing country of fine resources offers big commercial prizes and if dishonesty will ensure and hasten the winning of such prizes there seems to be something in the perverse nature of man that urges him to follow that course and not everyone can resist the urging. Lesser opportunity means lesser temptation, a lesser desire to acquire wealth and a greater desire to devote oneself to something other than acquiring wealth, with the result that the general level of business honesty is necessarily raised. Carried to its last analysis this might mean that only when all opportunity is dead and temptation gone can we hope for complete honesty, and so it is that the most respectable section of a city and the most moral element of a community is found in the cemetery. I say it in no spirit of cynicism, nor because I favor a condition of restricted business opportunity for I do not, but merely to emphasize the fact that opportunity and temptation are vital forces playing upon a definite human weakness and we must recognize that fact in any attempted solution of the evils complained of.

Another potent cause of business dishonesty is insensate competition, competition so keen as to impel its participants to undue excesses to gain advantage over each other. The honest dealer who prefers not to lower his wage scale, nor degrade the quality of his goods, nor falsify their character, operates at a certain disadvantage against his less conscientious neighbor in marketing his products, with the result that his trade suffers and he feels forced to resort to the same tactics as his competitor, who in turn retaliates by further excesses. A vicious circle of business throat-cutting is thus set up

which we might ignore, if it only discomfited the participants, but the chief sufferer is the community at large for it must in the end pay for the excessive advertising induced by such competition and must use the degraded products resulting therefrom. Everyone concedes the economic necessity of free competition in trade but this competition should be natural and wholesome and organizations and guilds of particular lines of business should clearly define the ethics of trade and the limits of fair competition in order that the integrity of their particular business may be preserved and the rights of the public protected.

Much of business dishonesty too, in my opinion, is a natural consequence of what I regard as a primary misconception of what business is intended for. This misconception, as has already been pointed out, is that business is intended to serve the individual rather than the community and, as a result, a body of laws and a body of business practices has grown up around such ideas as "let the buyer beware," "every man must protect himself in a trade," etc, etc, the clear inference of which is that sharp practice is permissible in business and that the responsibility for protection against it rests upon the individual and not upon the law nor upon business standards. All this has resulted in a sort of quasi-acquiescence in and an acceptance as natural of sharp practice in business. Too many of us in fact are prone to regard business dishonesty with a smug complacency and often even to applaud it as clever when it succeeds. A few years ago an official of a large western city was charged by the press with gross irregularity and graft in the conduct of his office and in reply to an inquiry as to the justice of the charge a prominent citizen and politician said to me, "Certainly the charges are true—I know his habits well—but I don't blame him—I would do the same thing if I were in his place and so would you." Again, I heard the majority of a company of people stationed in life about as you and I, condemn a man as a fool for having sought out and returned to its owner a purse containing considerable money which he had found on an excursion train when returning from some Sunday races and which he might easily have retained without detection, had he so desired.

"As a man thinketh in his heart, so is he," and while it is to be hoped that the instances cited are somewhat exceptional I am convinced that there is enough of that silent, subtle and insidious approval of business suc-

cess based on dishonesty to form a background and breeding place for those grosser forms of illegitimate business practices hereinbefore described. Some one has said that the ethical quality in our relationships with each other was of a three-fold character which was defined as honor, honesty and law and I believe that to be a fair general statement of the facts. Honor is the governing principle in our family relationships, honesty controls in our relationships as friends and associates but in our business relationships we generally recognize only the requirements of the law and oft times even ignore that.

Why, I ask, should there be a double or triple standard of morals and honesty, why should business morals differ in any respect from personal or family morals? Why should the minister or the physician, for instance, have a higher code of ethics than the so-called business man. Certainly they are rendering no greater service to mankind. Each is rendering a very necessary service in his own chosen field and each sustains exactly the same obligation of duty toward society and toward himself. Unless we can square our business conduct with the precepts of the home and the church and the school, we are living a business lie and if those business practices of which we have complained are in fact justifiable then our old ideas of truth and honesty are in error and it is incumbent on us to quit teaching them.

There can be no permanent business morals until the multiple standard idea is broken down and until we clearly perceive the moral purpose of business. And what is the moral purpose of business unless it be primarily to serve the community needs rather than to aggrandize the individual, but at the same time to ensure to the individual all that he can reasonably require to make his own life wholesome and happy and to allow him the largest practicable measure of initiative and freedom compatible with these ends. I believe we are moving measurably toward these ends, that we are really developing a social conscience and that as we come better to understand the moral purpose of business we will have fewer business men desirous of piling up enormously disproportionate fortunes and more or them retiring on a modest competency and devoting themselves to civic usefulness and self culture.

The trend of modern legislation all over the world, with respect to business, is to compel a greater measure of honesty in its conduct and to so regulate it as to narrow the

differences that separate the various classes of society. Conservative judgment will not say that these differences ever can be wholly eliminated or even that they necessarily should be wholly eliminated but the world at large is recognizing that they have heretofore been entirely too large and that their magnitude is unquestionably due to special privilege, to grossly dishonest and vicious business practices, to a general tendency of the strong to prey upon the weak.

That the accumulation of enormous wealth in a few hands carries with it some industrial advantages goes without saying but that it carries, if uncontrolled, a dire menace to our political integrity and social well-being also goes without saying.

It is of course a creditable thing that the abnormally rich man gives freely of his means for colleges, libraries, museums, etc., and I am willing to put the finest possible construction on the spirit that prompts such giving but if the community really needs and must have those things, as I think it must, then it should not be dependent on the bounty of any individual to provide it. It is a fine beneficence on the part of the individual but it is a finer beneficence on the part of the state to so control its economic conditions as to make possible the supplying of all those utilities which the public requires, at public expense.

If our general business and industrial scheme is so lacking in fair adjustment as to make it impossible for certain members of society to properly support themselves and their families then such unfortunates become a burden on society, for the responsibility of supporting them, however poorly, cannot be escaped by society. We must organize and maintain charities, both public and private, and these in the aggregate represent an enormous investment and reflect an unfortunately large human delinquency. A banker in this city recently told me that his institution alone contributed about \$8,000 annually toward local charities of various kinds and this capitalized at 5 per cent represents a permanent investment of \$160,000. I think it safe to say that here in Seattle, a city of very general prosperity, and where most of us are wont to think that no poverty exists, the amount annually expended for worthy charities would, if capitalized, represent a permanent dividend producing investment of not less than \$5,000,000. It is creditable to us that we can and do make such an investment for such a purpose but would not society and the individual be the gainer if

this were unnecessary, if economic conditions were so adjusted as to make every member of society self-supporting and self-respecting and would not the elimination of dishonesty and unfair privilege in business tend toward that end? In my opinion it unquestionably would.

Has there not been rather too much adoration of wealth and too great a tendency to commercially apotheosize a certain class of rich men in this country. Insofar as these colossi of industry and finance have built up great enterprises, as in many instances they have, which have helped develop the country and given employment to great numbers of men, they are entitled to our unstinted praise but in so far as they have amassed enormous personal fortunes by means of unfair monopoly, legislative manipulation, special privilege and a depressed wage scale, such praise is undeserved. Nor would I concede to them the palm of being our ablest business men. Undoubtedly we have men of far less wealth who have a broader and more enlightened outlook on the general business development of the country, men who better understand trade possibilities and the economics of manufacture and distribution, but men, withal, who are utterly unwilling to resort to the practices by which some of the greatest fortunes in this country have been amassed. To cite two historic instances let me recall to you that Jefferson and Seward were both men of only moderate means yet the former in the Louisiana purchase and the latter in the Alaska purchase displayed a business acumen and foresight that challenges comparison even to this day.

Only the ignorant, the blind and the willfully bad can brush aside these facts of business dishonesty which I have recited, as of no consequence. They are of consequence and their correction is our imperative duty. To admit them is not pessimism. It does not imply a condemnation of our whole business fabric, nor a lack of faith in our institutions or our ability to suppress any evils which may develop. To recognize them and to set about to correct them as rapidly as conditions will permit is the finest type of optimism for it means that we are determined to justify our ideals of clean business and clean profits. It is he who fails to recognize these evils or, recognizing them, is unwilling to raise his hand against them, because perchance he is profiting by them, who is the real pessimist for he is perpetuating a condition which by definition and admission is injuring the community and which, if

continued indefinitely, must ultimately work our national undoing. Muckraking founded on the rock of exaggeration and very properly fell into disfavor but insofar as it was truthful it was justifiable and wholesome. Some exposure of rotten spots on the body politic is not a symbol of civic decay but rather of a civic awakening for it means the determination to develop along right lines. "It is the voice of progress proclaiming a rational discontent with the present and demanding improvement."

Before closing I wish to briefly assemble a list of those corrective agencies which are now at work in the United States or which should be employed to raise the general status of business morals. These are:

First. An elimination of the multiple standard of ethics and an understanding that business honesty rests on and cannot rise above individual honesty.

Second. An understanding that business is a moral agency intended for a moral purpose and that that purpose is not the exaltation of the individual at the expense of the community.

Third. A closer regulation of big business by the federal government and the passage of laws broad enough and practical enough to make certain the punishment of any form of business misrepresentation and falsification whether it be stock-jobbing or fake advertising or false journalism—and the latter is by no means an unusual offense, but on the contrary is one of our gravest present dangers.

Fourth. A fearless and rapid enforcement of such laws coupled with a lesser imposing of merely nominal or inadequate sentences and a more cautious exercise of the pardoning power. A man who steals a million can well afford to pay \$100,000 for the privilege of doing so for he is still \$900,000 the gainer.

Fifth. The organization of non-secret trade and business guilds to study ways and means for the best conduct of any class of business, to restrict improper competition and to establish clearer standards of ethics

with respect to that business. One of the most wholesome signs of modern business is just such organizations, of which there are many already, for they are breaking down the "dog eat dog" conception of business and are establishing a more sympathetic and co-operative spirit among business men.

Sixth. Publicity, which practically is the most important of all, for none of the others can be fully accomplished without it.

Business is one of the most vital forces at work in the field today. It supplies all of our material wants and by its agency many of our spiritual wants are also satisfied. Probably not less than 75 per cent of our conscious activities have to do with purely business matters and nearly all of our legislative programmes and political policies are framed with reference to the requirements of business. When so much of human happiness and human progress depends upon a single agency we have a right to demand that the ethical standards of that agency shall be high and it is our bounden duty to make them so.

Because I have indicated certain defects in those standards as now observed, and pointed out what I regard as vicious tendencies in our present day business practices, I would not be understood as having anything but the staunchest confidence in our general social and business outlook and the most optimistic faith in our ability to correct any evils that beset us. I believe that in every trade and calling it is being more and more recognized that business is not a nasty scramble to beat the next man, and that the welfare of the public is coming to be the dominant thought in regulating business. I believe that in all these matters we are better today than we were yesterday, that tomorrow we shall be better than we are today, and that we are solving our problems as well and as rapidly as we have a right to expect. I think there is no clear warrant for any other conclusion, but we must remember that eternal vigilance, eternal struggle and eternal aspiration is the price of progress.

President Emeritus Harris Offers a Cup

"TO THE Rotary Club whose efforts in the development and spread of the doctrine of Service and in the encouragement of integrity in trade have resulted in the greatest benefit to mankind."

Mr. Harris' generous offer has been submitted by President Greiner to the board of directors and their action will be announced in the November issue.

Missouri's Good Road Campaign

How a Sceptical Nation Was "Shown" By The "Show Me" State

By J. C. Burton

With the good roads' project endorsed by the International Association of Rotary Clubs at the 1913 Convention, Rotarians, because they are interested in civic advancement, will appreciate what improvements Missouri accomplished on the highways in two days of labor. This article, which reviews that historic campaign for better highways, was originally printed in Motor Age, the publishers of which kindly consent to its reproduction in The Rotarian.

THERE were thousands of blistered hands in Missouri the night of August 21. Each blister was a badge of honor, emblematic of work well done. There were hundreds of miles of dirt roads in the state that night, roads that were shunned as impassable two days before.

"The cities are full of pride,
Challenging each to each—"

and the residents of countless villages and hamlets strutted like

a mighty army of patriotic men, recruited from stores, offices and farms, and serving without pay, moved out upon the highways of the state and gave battle to the narrow



VOLUNTEER WORKERS MAKING THE DIRT FLY IN JACKSON COUNTY.



ROAD BOSS OF JACKSON COUNTY CALLING FOR VOLUNTEERS.

peacocks, in the knowledge that their good roads' volunteers had "shown" a nation what modern miracles a quarter of a million men could accomplish in two days of labor with pick and spade, mule and horse, grader and scraper, dynamite and cement.

At daybreak on the morning of August 20,

and bumpy dirt roads, the steep grades and antique culverts and bridges. All through the scorching day they fought, minister and bartender, banker and town loafer, judge and blacksmith, shoulder to shoulder—a most striking exhibition of practical democracy and civic patriotism with the pick, the spade and the hoe, emblems of liberty, equality and fraternity.

A night's armistice was declared at sundown, but the soldiers of Missouri's good roads legions had just begun to fight. Early the following morning the battle was resumed with renewed vigor and enthusiasm. Hun-



MAJOR OF MISSOURI PUT HIS SPADE ALONGSIDE OF THAT OF HODGES OF KANSAS.

dreds of raw recruits joined the ranks of the 1-day veterans, many of them Spartans who toiled on despite lame backs and swollen hands. Blasting was heard all along the line from Athens to Southwest City, from Watson to Douglas, and in the 114 counties of the state at least one-fourteenth of Missouri's entire population perspired and shoveled in a broiling sun that the disgrace of the commonwealth might be mitigated.

The army disbanded that night. It was victorious. At Jefferson City, the state capital, Governor Elliot W. Major estimated the value of the road improvements at \$2,500,000. The cost was ridiculously low. The expense of the 2-day campaign did not exceed \$5,000.

But figures alone are inadequate to show the results of the greatest of all good roads campaigns. Missouri has solved a problem for a nation. Other states will follow her example or have followed it. Arkansas set aside September 2 and 3 as good roads days. Governor George N. Hodges of Kansas, who journeyed across the state line to be "shown," returned to the haven of grasshoppers to call for volunteers and proclaim two good roads days. Flushed with its success, Missouri prophesies that the movement will be national next year and that the resi-

dents of forty-eight states instead of one will shoulder spade and pick in a two-day battle for highway improvement.

"Stop talking, start working!" is Missouri's sane advice to her sister commonwealths.

The "show me" state has shown a perplexed country an immediate and satisfactory remedy for all road ills. It is work, volunteer but well-organized work.

"A good roads spirit has been kindled in Missouri which will bring rich fruitage for many years," said Governor Major. "The road days were such a splendid success that I expect to set aside the same days in 1914 and will call upon the governor of each state to do the same. These things will be potent factors in inducing the federal government to appropriate a goodly sum to aid the states in building highways."

Reviewing the entire movement at this time, when the clodded spade is idle and the tired mule brays proudly in its stall, it is evident that Missouri has accomplished much since the memorable July day that Governor Major issued his proclamation and first called upon the citizens to "pull Missouri out of the mud." An inspiration two months ago, Missouri's splendid good roads campaign is an epoch-making achievement now.

Comparing the wretched highways of July with the improved roads of September, you doubt if pygmy man could accomplish such a change. It seems as though a magician had waved his wand or a Hercules had been reborn to accomplish his eleventh labor. State-wide organization perfected, 250,000 volunteers recruited and \$500,000 in materials and money subscribed in a single month! Improvements on 5,000 miles of highways at an estimated value of \$2,500,000, made in two fleeting days. No wonder an astonished nation rubbed its eyes and exclaimed, "Almost incredible!" But Missouri has proofs of its colossal accomplishment; proofs that wind in and out through the hills and over the fertile lowlands, proofs that bring the farmer closer to the city and invite the motorist to drive over trails once trod by the pioneers—Boone and Lewis, Carson and Fremont.

"Observe Missouri, you sluggards, and do

likewise," would be the way in which King Solomon would be forced to paraphrase his oft-repeated proverb, were the wisest of all biblical potentates alive today.

The spark that became a flame and fired 250,000 men to action was struck but a short time ago by the Missouri American Daughters of the Revolution, who took the initiative in the good roads work by marking that part of the historic Santa Fe trail which crosses the Missouri river at Arrow Rock and passes westward through Grand Pass, Lexington and Independence to Kansas City.

In the presidential election of last November, Missouri switched its allegiance from the republican to the democratic party, repudiated Hadley and elected Elliot W. Major as governor. The voters chose a man of action, an executive who realized the economic and social importance of good roads. Seven months after his inauguration, Governor Major called upon the citizens of the state to co-operate with him in his campaign for improved highways. The response was more than gratifying. It was almost unanimous. Led by the Kansas City Star, a most influential Missouri newspaper, the press started educational work and advised its readers to enlist in the good roads army.

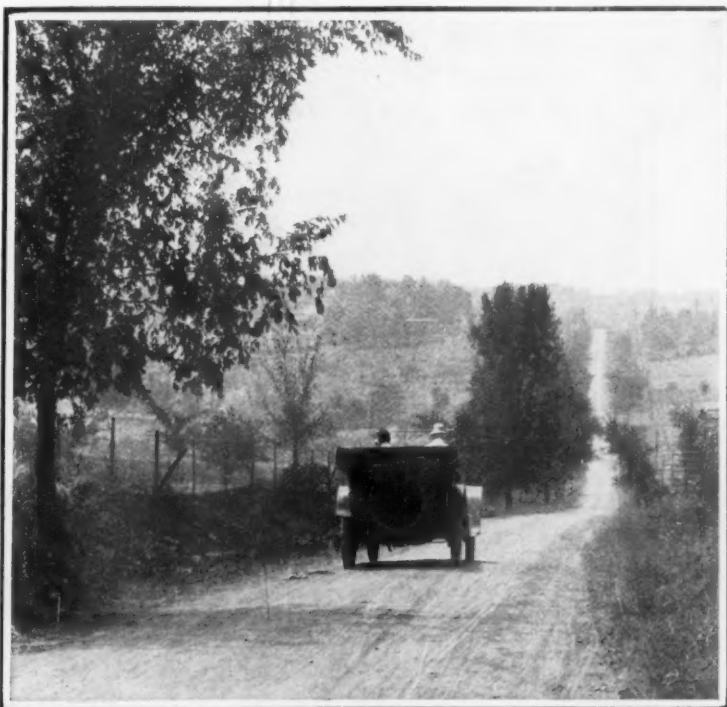
Commercial organizations were prompt to respond. Subscription lists were circulated and money collected for the purchase of road materials and tools. One Kansas City mercantile house donated \$5,000 worth of spades and picks. Manufacturers of road machinery and gasoline tractors supplied the scrapers, drags, rollers and graders. Makers of explosives opened the doors of their powder houses and told the county highway supervisors that they might forage for dynamite without fear of molestation. Bags of cement also were put on the free list.

Merchants and professional men, who could not work on the roads because of press of business, subscribed

\$4 each for the hire of substitutes. Over \$2,000 was contributed for this purpose by members of the Kansas City Commercial Club. Four Kansas City business men, now touring in Europe, cabled \$16 from Paris, that they might claim some of the glory in the great achievement. Scores of former residents of Missouri sent money to aid the good roads cause in the state of their birth.

Private motorists, the motor clubs of the state, and motor car dealers furnished the machines that transported the volunteers to the field of action. Forty cars, donated by the Kansas City Motor Car Dealers' Association, were put at the disposal of the Jackson county road workers. Hundreds of motor trucks, owned by manufacturing and large commercial establishments, were taken off freight runs and sent out into the country to haul crushed stone, cement and tools.

Not all the volunteers were men. Hundreds of women, society leaders of the cities and rural belles and housewives, went to the front and formed a commissary department of which a European war lord would be envious. No army was better fed than the good roads legions of Missouri. Fried chicken was served by the barrel-load. Boiled ham was another entree. Hogsheads of iced tea,



MOTORING IN MISSOURI IS AN ALTERNATE COAST AND CLIMB.

lemonade and water were put on the firing line, so near the workers that no "limpin' lump of brick-dust, Gunga Din," was needed. Green corn! Whole quarter-sections must have been ravaged to supply the demand of the hungry toilers. And the same splendid organization that marked the shoveling and grading was prominent in the commissary department. The State Federation of Women's Clubs and the Daughters of the American Revolution were leaders in this work.

The farmer's wife perspired over a hot range while her husband and sons sweated on the road. Her small daughters and the little girls from neighboring farms formed a water-carrying brigade and trudged along the dusty roads with pails almost as large as they were. Scoffers at woman's suffrage should have visited Missouri those days and seen the part that women played in an enterprise so vast that the eyes of a nation were focused upon the "show me" state.

The organization and maneuvering of such a large army was not as difficult as might be imagined. Fortunately, Missouri has a modern and efficient system of highway supervision. Each of the 114 counties, under a county superintendent, is divided into districts, over which there is an overseer who appoints three assistants or bosses. On this permanent system of highway government was built the temporary system necessary for maximum results in the two-day cam-

paign. The overseers, after a tour of inspection of their districts, selected the roads that most needed improvement and made requisitions for supplies to the county superintendents. After the volunteer workers were enlisted, they were sent out to the several highways on which work was to be done, in charge of a road boss, who was responsible to the overseer for improvements made in his section. In some counties the county court appointed a temporary superintendent to assist the regular superintendent during the two days.

The overseers and bosses, who are paid by the day when they work upon the roads, donated their services. The merchants of the cities and towns raised money for the purchase of gold watches and other prizes that were awarded the bosses in whose districts the most miles of road were improved and best worked.

Under such a system there was little confusion. The bosses reported to the overseers, the overseers to the county superintendents, and the county superintendents to the county clerks, who wired the results of the day's work each evening to Governor Major, who received the returns at the executive mansion, where he entertained Governor Hodges of Kansas.

At Jefferson City it was just like election night, all enthusiasm and suspense, but it is doubtful if ever any bulletins, forecasts of political victory or defeat, were ever



A CHAIN GANG BREAKING BIG ROCKS INTO LITTLE ONES.

watched with closer interest than the reports from the front, where the citizens had rallied to the support of a progressive state executive and, like the soldiers of '61, had come 250,000 strong.

The story of the creation of the world is considered a masterpiece because of its terseness. What masterpieces were sent clicking over the wires to Jefferson City on those two nights! Only cold, bare facts they contained, but between the lines you could read the story of a state aroused and a battle for a glorious cause won.

How was the mighty army recruited? The following telegrams, pæans of victory disguised as statistics and chosen at random from the scores received at the state capital the first night, show how Major's volunteers enlisted:

"A conservative estimate shows that 3,000 men and 300 teams worked on the roads of Franklin county today.

"Marion county responded with 2,000 men and 1,000 teams on the roads today.

"Six hundred men were on the firing line in Phelps county today.

"Reports from all over Cole county indicate that more than 1,000 men worked on the roads today.

"Fifteen hundred put in a full day's work on Webster county roads today. More tomorrow.

"Seven hundred full days' work were put in on the roads here; greatest stride for road improvement Shelby county has ever known."

When the returns from the counties in the Ozark mountains began to pour in, it was evident that the "hill-billies" were doing themselves proud. It was in that section where the least work had been expected and where it was needed



GOV. MAJOR AND HIS ROAD CORPS, WHICH INCLUDED A U. S. CONGRESSMAN AND SUPREME COURT JUDGE.

most, but it was there, judging from the telegrams, that some of the largest brigades of volunteers were recruited. Here live the primitive people of the state, people who still wear homespun and have yet to see their first railroad train. Out of the hills they came, these sturdy mountaineers, to work by the crossroads storekeeper and the circuit rider.

The volunteers of Missouri's good roads army were like the workers in Kipling's Utopia, where

"No one shall work for money,
And no one shall work for fame—
But each for the joy of working—"

The farmers formed the backbone of that army, and not without a sacrifice. Missouri was as dry as if baked in a lime kiln. The brown pastures were mockeries. The corn crop was ruined. Water was at a premium. In many districts the farmers were hauling water for their live stock at 3 o'clock in the morning, that they might report to the road boss at 7 o'clock and work for 10 hours on the highways. For two days the fall plowing was abandoned, although it was time to sow the winter wheat. But for the costly drought the farming communities would have furnished 100,000 additional volunteers.

The small towns and



THE GOVERNOR OF KANSAS AIDS A CONVICT IN GUIDING A SCRAPER.

villages were practically deserted those days. The bankers changed their alpaca coats for hickory shirts and worked with spade instead of pen. The storekeepers measured rods of road instead of yards of calico. The butchers cut weeds instead of beef. Even the town loafer became infected with the good roads spirit and vacated his favorite seat on the baggage truck that he might carry water for the workers, such a labor not interfering greatly with the rolling of cigarettes.

On a 150-mile ride from Salisbury to Kansas City over a historic state highway, representative business men were seen at work on the roads and, with the farmers, were blasting out hills, using the dirt to fill in depressions between the grades, substituting steel for wooden culverts, pouring concrete for new bridges that were to replace antique structures of planking and iron. Scraping, dragging and rolling were accomplished at one operation with gasoline tractors. Women in motor cars served refreshments at noon, and along the fences for miles were scattered baskets of lunch and barrels of iced tea, lemonade and water. The stores and banks at Keyetsville, Carrollton, Harden, Richmond and Excelsior Springs were closed.

At Independence, the county seat of Jackson county, the members of the county clerk's office turned out to a man. The prosecuting attorney pleaded with a pick and shovel. The county clerk proved as efficient at breaking big rocks into little ones as at examining abstracts and titles. This corps of soft-handed officials volunteered to improve a stretch of road that had not been worked since the red day Morgan's raiders rode over it when Missouri was disputed territory. This neglected three-mile highway was overgrown with weeds and brush the first morning. The second night it had been cleared, plowed, scraped and rolled. The rural mail carrier need not avoid it as he has in the past decade. His day of detouring at this point is over.

Once when the governor of South Carolina met the governor of North Carolina he made some such statement as this:

"It's a long time between drinks."

What the governor of Missouri said to the governor of Kansas was:

"You'd better take a bigger shovelful."

For Hodges of Kansas put his shovel alongside the spade of Major of Missouri and both worked shoulder to shoulder with the state convicts in the vicinity of Jefferson City.

Governor Major, clad in a pair of khaki trousers and soft shirt, steered a big grader over one-half mile of dirt road, and the distinguished visitor from Kansas, in 63-cent overalls, guided the big scraper blade.

You can't brag over a summer day in Kansas City or the standing of the St. Louis Browns in the American League, but you've got to take your hat off to the governor of Missouri.

Even the convicts worked with an enthusiasm and state patriotism that was surprising. The negroes laughed and sang as they toiled in the broiling sun. The convicts let out a mighty yell, threw caps in air and broke all prison rules when the governor told them how many days he was going to cut off their sentences. This official promise of liberal commutation and watermelon on the noon bill of fare inspired them to herculean efforts and they shoveled and plowed with the frenzy of an ancient knight fighting for some holy cause.

There was no age limit placed on the volunteers. On a stretch of road near Hickman's Mills, a grandfather, with white beard hanging down to his waist line, worked beside his two grandsons, one a boy of twelve and the other two years younger. One morning a wrinkle-faced patriarch approached a road boss in charge of a gang working on the outskirts of Kansas City and declared:

"I want to help on the roads. I'll be 83 in October, but I can still do a day's work."

And he rolled up one sleeve and showed a muscular arm bronzed by many summers' toil.

Missouri's good roads days are not over, although Governor Major's proclamation called for two-day volunteers only. For weeks throughout the state small gangs of well-organized men continued to improve the highways. What is more, the serpent's teeth of Cadmus have been sown, and two men armed with spade and pick will spring up next year where but one sprang up this year.

Near Lee's Summit I came to the fullest realization of how enthused the residents of Missouri were over the good roads movement. Twenty farmers were working there, changing a cow path into a rural boulevard. We stopped to take their pictures, chatted a while, and then started toward Kansas City.

"We all will see you all here next year," yelled the bronzed boss after us.

It was more than a trite farewell—it was a solemn promise.

Hillington's Holdup

By Herbert H. Stalker

Secretary Rotary Club of Toledo

CHARLES HILLINGTON, rising young barrister, tall, handsome, and thirty, turned from a listless survey of the street, and dropped wearily into the swivel chair at his desk.

He was plainly bored. Time hung heavily on his hands. The lull in business of the past few weeks had become almost unendurable to his active, restless temperament. In fact, relief of some sort was fast becoming an absolute necessity.

With a yawn and a sigh, he picked up a fiction magazine and listlessly turned the pages. But he was in no mood to enjoy reading, and none of the stories seemed to appeal to him. He was about to lay the book down and give himself once more to his gloomy thoughts, when the title of a story on the last page he had turned attracted his attention. He at once became interested and read the story through almost to the end without a pause.

Just as he was finishing his story, Judge Austin, an old friend of his father, dropped in to see how he was getting along.

"Why, Charles," he said jovially, noting Hillington's dejected air, "what's up? You look as if you had lost your last friend. And you with as nice a girl as there is in New York, waiting for you to ask her to say Yes," he added mischievously.

Hillington colored but, ignoring the remark, replied, "Nothing's up; that's what's the matter. This getting established as a professional man is what Sherman said about war. A professional man must sit down and wait for business, whether or not he has any ideas as to how he might stimulate it. A business man can advertise and solicit business, while we poor lawyers, because of our 'ethics' must wait until we are sought. Here I've been for the last six weeks without a stroke of work to do. I'm rapidly getting to a point where my 'ethics' are likely to explode. Good heavens, judge, I'm a red blooded man. I can't sit around this way."

The judge listened to his outburst with an amused yet sympathetic smile. Then, as he opened the door to go, he said, "It is tough, Charles, but it is something we all have to experience. Maybe by tomorrow morning you will have your hands full." And it so

proved although neither Hillington or the judge would have predicted the events that were to follow.

After the judge had gone Hillington picked up the magazine he had been reading and concluded the last few paragraphs of his story.

He finished it, and sat gazing off into space. Suddenly he broke into a chuckle, and slapped his leg, as he exclaimed, "By George! I'll do it! It'll be a novel experience, sure."

Just then the telephone rang. Hillington grabbed the receiver in his usual alert, energetic manner—a decided contrast to his nonchalant movements of a few minutes before—and briskly cried "Hello!" Then after a pause,

"Oh, hello Jimmie, old boy, how's things?"

"What's that?"

"Sorry, old chap, but I've a previous engagement. Very important."

He smiled to himself as he listened, then continued, "Like awfully well to come. You and Jessie always make things interesting for a fellow, but this can't be put off. Thanks just the same, Jimmie. I'll come next time. Good—yes, you bet I will. Certainly—certainly! Is that so? Great! Well—all right, all right. Goodbye."

He jammed the receiver on the hook, locked his desk, and, grabbing his hat from the rack, left his private office with swift, eager strides.

Stopping in the outer room for an instant, he left word with his stenographer that he would not be back again that night. It was nearly four-thirty as he caught the elevator to the street.

Rushing out of the building, he ran full tilt into John Bascom, his best client, who exclaimed in surprise, "Jee-rusalem, man! You almost knocked the breath out of me. I was just going up to see you in regard to the Berkley matter."

Hillington apologized profusely for his carelessness but made no move to accompany Bascom back to his office. Instead, he muttered a hasty excuse and was off down the street like a shot.

Bascom looked after him in amazement.

"Humph," he muttered, "Hillington's

getting mighty independent. Must be coming on. Clever young chap, that boy. He'll be heard from yet," he soliloquized, as he turned and entered his big touring car.

Hillington, catching a cross-town car, soon landed in a rather shabby part of the city and disappeared through the door of a costumer's. He asked first for a false mustache and a stubby beard. Then, after considerable hesitation, he picked out a suit of clothes which he deemed suitable for his purpose. Paying for his purchases, he walked out of the store with the bundle under his arm and a satisfied smile on his face.

By this time it was nearly six, so he made for his club and spent a restless evening there waiting for the time when he could carry out his eccentric plan.

After completing his second game of billiards, playing so erratically that his partner kept gazing at him in perplexity, he hastily left the building, hailed a taxicab and was soon safe behind the locked doors of his own apartments.

He threw off his outer garments and gingerly drew on the clothes he had purchased at the costumer's, finally adjusting the false mustache and scraggly beard. This accomplished, he ventured to view himself in the glass.

"Great!" he exclaimed excitedly but in a suppressed voice. "I certainly look the part. Wonder if I'll keep my nerve. This is a crazy idea all right but it will furnish the real thrills of which I stand sorely in need just now. Another week like the last and I'll be a fit subject for a nervous prostration retreat."

Pulling out his watch he found it was only half past ten. "Too early," he decided. "I'll just smoke a Havana. Puffing and pacing, he nervously passed the time.

The bell in the tower clock across the way boomed eleven-thirty.

Throwing on a long, light ulster which completely covered his erect, athletic body, and pulling a big, soft hat well down over his face, he thrust a revolver in his pocket, unlocked his door and crept quietly out of the building. Then, facing westward, he walked briskly for twenty minutes toward a district he knew to be secluded and well fitted for his purpose. He stopped in a section where the houses were widely separated and set well back from the street, and deeply shaded with giant maples. Here he slipped into the shadows to wait—with tense body and pounding heart.

A belated pedestrian was soon heard wend-

ing his solitary way toward the spot, all unconscious of his fate, his steps sounding loudly in the silence of midnight.

Hillington gritted his teeth and drew his revolver as the man approached. He began to wish he had been less hasty in obeying his rash impulse but he was far from being a coward and grimly resolved to see the thing through to a finish.

The stranger was now almost opposite him. Gripping his gun, Hillington stepped out in front and leveled it at the man, at the same time fiercely exclaiming, "Hands up and not a word out of you!"

There was no resistance. The victim was scared stiff. "Don't shoot—don't shoot," he cried.

"Shut up, you fool," said Hillington, "or I'll beat your head in."

Grabbing the man's watch and chain, he stuffed it into his ulster pocket and demanded his pocketbook. It was quickly handed over. Then he surprised the trembling victim with a demand for his business card which was forthcoming, after the man had searched several pockets with shaking hands.

Then, summoning as gruff and terrible a tone as he could command, Hillington ordered him to walk on, threatening to send a bullet into his back if he raised an alarm or broke into a run. The man moved off with remarkable alacrity, Hillington backing away into the opposite direction, covering the receding figure with his gun. When a hundred feet separated them, he turned, tore the mustache and beard from his face and, rounding a corner, ran two blocks and boarded a car which would take him across the city.

With his long ulster wrapped closely about him, Hillington drew forth the business card and read:

*William Harrison Johnstone
Attorney at Law*

"Holy Smoke!" exclaimed Hillington under his breath—"Johnstone! Right below me on the seventh floor."

The cold beads of perspiration started.

"But pshaw," he muttered, "he was too frightened to recognize my voice. Why, it was a cinch. All it takes is a little nerve. Now I know how a hold-up man feels. Exercise a little care and common sense and there's no need of being caught."

And so he went on thinking until the car reached Vineyard Street where he alighted, determined to try his novel experience over

again. The ease of his first conquest had whetted his appetite for more.

Again he found a dark and quiet spot where he adjusted his facial disguise.

A brisk step soon sounded, the owner of it whistling a popular air. As he came opposite, Hillington sprang out as before, gun leveled, and with the sharp but suppressed command, "Hands up!"

They went up like a flash, but, unfortunately for Hillington, one of them—a sturdy left—also went sideways at the same time with a terrific and accurate stroke which sent the pistol a dozen feet in the air, exploding it harmlessly, while the owner of the arms grappled with the would-be marauder.

At once there ensued a terrific hand to hand combat.

"Yuh will try tuh hold up Kid Gastol, will yuh?" the fellow shouted in Hillington's ear, struggling fiercely with his muscular opponent. "I'll show yuh where yuh got off at. I jus' knocked duh block off'n one guy tonight at duh Harlem Club an' I got anoder k. o. in muh fist for you."

He jerked and butted viciously, striving to break loose so that he might bring his bruising fists into action. But Hillington was no mean antagonist, for he had been a star athlete in his college days. In addition, terror, lest he be caught and recognized, lent strength to his arms.

Suddenly, remembering a trick he had learned years before, he ceased his efforts and lay lifeless against his opponent's shoulder. As he surmised, this threw the pugilist off his guard. He himself relaxed, puzzled at the unexpected turn of events. Then, like a flash, Hillington broke loose, bent down, grabbed the Kid about both knees, jerked his feet from under him and threw him heavily on his back. Then turning, he fled wildly down the street.

But it was too late, a patrolman, three blocks away, had heard the pistol shot and was hastening in the direction of the sound. Hillington reached the corner, only to find himself in the arms of the officer.

The blue coat nabbed him and said, "Here, what's up? Where are you going?"

Hillington thought swiftly.

"I've been held up," he panted, "but I took a chance—knocked the gun out of the fellow's hand, tripped him with my foot and ran. You'll never get him now," he added, fearing the officer would investigate.

But the arm of the law was not so easily fooled. He eyed Hillington sharply. Then, catching a glimpse of the false mustache and

beard which Hillington in his excitement had neglected to remove, he said.

"Neat trick, my man, but you can't slip it over old Sam Martin. Got things mixed, ain't you?" he continued grimly. Deftly he snapped the irons over his prisoner's wrists. "Guess if there was any holdin' up, you were behind the gun all right."

And, stepping to the patrol box he summoned the wagon.

Just at this juncture, the pride of the east side sports came running up. He rushed at the crestfallen Hillington in a fury, and but for the timely interference of the officer, would have laid him cold on the walk.

"D— yuh," he bellowed, "Yuh put muh back on duh bum, an' me wid a scrap on muh han's Friday night."

"Why, if it ain't the Kid," exclaimed the patrolman with mixed pride and wonder in his voice. "Did this fellow hold you up?" he asked, nodding in the direction of the glum attorney.

"Come d— close to it," said the pugilist, "an' I had some roll, too. But I knocked duh gun out'en his han's an' grabbed him. Den he played a trick an' sent me on muh back an' run."

"The foxy scoundrel," said the officer. "He told me you'd held him up. 'Well,' he added significantly, 'we'll soon have him in safe keeping, Kid.'"

"See her, officer," Hillington broke out, "this is all a mistake. Let me—"

"Aw, cut it. Save your gab for the judge in the morning," returned the blue coat.

"But, man alive," stormed the distressed attorney, "can't you see I'm not a criminal? Why here," he continued, fiercely tearing the false hair from his lip and chin with one vicious sweep, "do I look like a hold-up man?"

"Can't tell nothin' by looks," replied the policeman imperturbably, "I've seen some mighty—"

"But, great guns! I tell you it's all a joke. I—why—you see— Oh! d— it all, can't you see I'm a gentleman, you big blunderbus?"

The officer turned on him threateningly. "You shut up," he growled, "don't give me any more of your gab or I'll hand you a taste of this club."

Hillington ground his teeth in impotent rage but remained discreetly silent, inwardly cursing himself for an impulsive fool.

Just then the patrol wagon dashed up and he was unceremoniously hustled into it and taken to the station, where, on the

pugilist's testimony, a charge of highway robbery was entered against him. Johnstone's watch, chain and pocketbook found on him, brought significant looks to the officers' faces.

Again Hillington tried to protest and explain, but all to no purpose. He was shoved into a cell and locked up.

Sinking down on the low bunk, he tried to collect his thoughts. Half a hundred wild plans of escape from his predicament chased themselves through his excited brain. But as he grew calmer his legal mind showed him the utter hopelessness of them all.

"I will be recognized the minute I step into court," he groaned to himself. "Great heavens, what was I thinking of?"

But Hillington, it must be remembered, was no coward and his training and experience had made him resourceful. Soon an idea came.

"Ah, I have it," he said to himself. I'll send a note to Judge Austin." Scribbling a few words on a pad, he tore off the slip and folded it. He was about to accost a passing blue coat when he happened to remember it was after midnight.

"It would be cruel to get the judge up this time of night," he said to himself. "Anyhow, I deserve to stay here a few hours in order to ponder over what a fool I have been."

Lying down on the hard bunk, he stretched out, with hands under his head, to think. He never remembered when he lost consciousness but the morning sunlight was shining through the bars when he awoke.

Jumping up, he immediately called an officer to the bars. He handed him the message and a bill, saying, "Get that note delivered to Judge Austin at once, will you?" The man hesitated a minute, looked curiously at the prisoner, then without a word moved off.

Hillington paced the floor impatiently. Fifteen minutes passed. His breakfast was handed in but remained untouched. He kept on pacing, every now and then glancing at the clock. His nervousness increased.

"My Heavens!" he finally exclaimed aloud, "I'll be hauled into court like a common criminal if Austin doesn't get here soon." The perspiration stood out on his forehead in great beads. In five minutes the ride to the courtroom would begin.

Hillington was beside himself. Where was Austin? He had counted absolutely on his friend rushing to his aid. The disgrace—the humiliation of it! The officers were at

the next cell now. Ah! he would feign sickness.

Suddenly he heard the faint sound of an excited voice. He listened. Yes, it was Austin. Then a door was opened and to Hillington's great relief the troubled face of the judge appeared beside that of the grim lieutenant.

The cell was unlocked and the men entered.

"Hillington!" exclaimed the judge in amazement, "how under heaven did you land here?"

"Never mind how I got here," snapped the distressed attorney, his nerves at the breaking point, "get me out."

"Lieutenant," said the judge, "I'll vouch for this man. He is a prominent attorney, and an honorable man. Put him in my charge and I'll be responsible. I'm sure he can clear himself of whatever charge is against him. And keep the matter quiet, will you? Don't let the reporters get next to it," added the judge in a low tone.

"Why, judge, I can't let a prisoner go that way," replied the lieutenant. "Only Judge Williams can release him now. You see, he's on the records."

"Yes, I know," returned Austin, "but I'll fix it all right with Williams. I'm well acquainted with him. I'll see him within the hour and, if necessary, give my personal bond for the appearance of the prisoner in court tomorrow morning."

The lieutenant still hesitated. The judge whispered in his ear.

"Well, all right, judge, but I'm taking a big risk. It's a most unusual proceeding."

"That's all right, lieutenant. I'll be entirely responsible. You'll never be blamed."

Hurrying through the jail office, past the curious glances of the occupants, Hillington and the judge were soon in the latter's limousine. When the car had started, the judge turned to his companion and again said, "Hillington, what on earth have you been up to? How came you, of all men, to land in that cell?"

Rapidly Hillington told his story. "Judge," he said, "you know my restless disposition. The lull in business of the past six weeks got on my nerves. I had to have excitement of some kind or I should have gone crazy. Yesterday afternoon, in a fit of moodiness, I sat down and glanced idly through a short story magazine. A burglar story attracted my attention and, in my frame of mind, appealed to me. I read it

through and had almost finished it when you came in.

"The burglar left inexcusable tracks which soon had him in the toils. All my life, as I have read in the newspapers of the various crimes committed and noted the almost invariable clew which the criminal left behind and which a little caution and common sense would have made impossible, I have had the idea come to me that I should like to try my hand at a crime which could afterward be remedied, just to see if I could not baffle the police.

"When I finished reading the story, a wild impulse struck me to put the thought of years into action. The condition of mind left by six weeks of inactivity was exactly in line with the impulse, and I acted on it."

Then briefly, graphically, Hillington related the events leading up to his arrest and his present predicament.

As he finished the judge broke out into uproarious laughter. When he had recovered himself, somewhat, he said.

"You always were an original chap, Hillington, and it's a wonder your impulsiveness hasn't landed you in hot water more often. I'm glad, though, I was able to get you out of this." Then, becoming serious, "You have gathered from a single experience what many criminals never seem to learn; that one cannot break the law without sooner or later coming to grief. And," he added, "it doesn't seem to matter much whether the crime be for expected gain or merely to satisfy an unnatural craving for excitement."

Hillington did not attempt a reply as the car rolled up to the curb. Stepping out he turned to thank his rescuer. The judge promised to go back to the station, get Johnstone's valuables and return them to him through the mail, see Judge Williams and the pugilist and arrange for the withdrawal of the latter's charges.

In parting he said with a laugh, "Next time you need excitement, Hillington, why not go up and settle matters with Miss Josephine? I fancy it would be easier and safer and yet furnish some of the thrills which your nature seems to demand. You ought to settle down, man."

Hillington laughed an evasive reply and, with his ulster well buttoned up, mounted the steps to his apartment.

He hastily changed his clothes, caught a car and was soon in his office where, for-

tunately, he found plenty of business to engage his attention for the day and, as it happened, for many days and weeks to come.

About a month later, the door of his private office opened and the familiar face of the judge beamed upon him. Hillington welcomed him cordially. After a bit of friendly chaffing about his recent encounter with the police, the judge left, not however without asking teasingly, "Have you talked it over with Miss Westover yet?"

Hillington shook his head.

"I should think," the judge goodnaturedly suggested, "that a man who has nerve enough to hold up people at midnight would find it an easy matter to ask for the hand of a charming young woman." Then he left.

Hillington sat pondering his words, a smile playing over his handsome features.

Suddenly, with the same manner, the same impulsive slap of the leg, and the same words, he said, "I'll do it!"

That evening, with only the light from the open grate fire in the Westover library, vainly striving to illuminate the shadows, where they sat, Hillington confessed his love.

She raised her beautiful face to his, alight with reciprocal love and tenderness, and then without a word, her arms encircled his neck and her head nestled against his shoulder. After a minute she looked up and whispered, "My big, handsome boy."

Then Hillington confessed again. She listened with tense body pressed close to his, as he recited his encounters with Johnstone and the pugilist. A convulsive shudder seized her as he spoke of the dramatic moment when the "Kid" had grappled with him.

"You see, dear," Hillington concluded, "I was just beside myself from the effects of enforced idleness, and I had to do something to relieve myself."

She looked up shyly, then blushing prettily, whispered, "you might have had my answer that night, Charlie, if you had asked for it. Wouldn't it have been better than a midnight tussle with a pugilist? You see?"

But Hillington crushed her to him so she could not speak, and covered her face with kisses.

Next day Judge Austin received a telephone call. "Well, it's a good match," he said to himself, after he had hung up the receiver. "She'll make a good balance wheel for him."

"Fine chap, Hillington."



Direct Advertising

By Edwin B. Lord

Efficiency Engineer

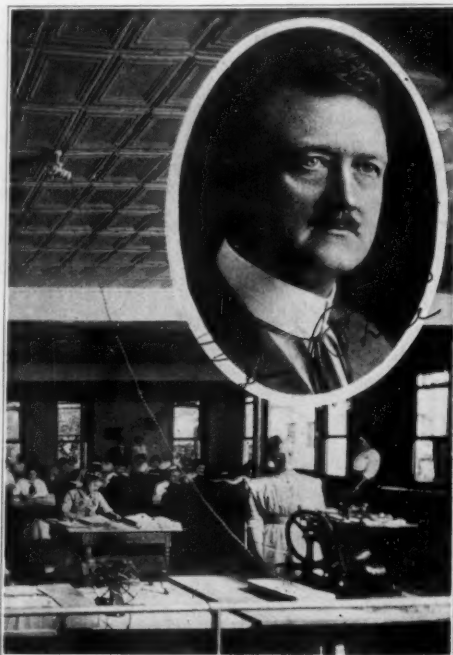
INASMUCH as advertising has resolved itself into two distinct fields of effort—publicity and direct—I shall here attempt briefly to cover but one phase of the business, namely, that of securing “direct returns.”

I maintain, without reservation, that any business enterprise can be increased to an extent that will warrant a continued advertising expenditure. I insist that in a large majority of cases, where an advertising venture has resulted in failure, it has been caused by conditions that could have been foreseen and averted, had the advertiser availed himself of expert assistance.

While advertising to many business men is as vague a proposition as are logarithms to an infant, to the experienced advertiser the problem, while not always a simple or easy one, can invariably be solved with profit by applying the appropriate means. But I am quite as firm in the belief that any advertising which cannot show by actual figures that it is making money for the advertiser is questionable, to say the least. I have no patience with the advertiser who continues to spend his money without any proof whatsoever that it is even operating as a fertilizer in the field, let alone without knowing what crop, if any, this expenditure is producing; and I am equally earnest when I say that when the time arrives in which every advertiser insists on knowing whether his advertising appropriation is a paying investment or not, the interests of all concerned will be greatly enhanced.

Advertising is not a hazy, indefinite proposition. It is governed by the same laws of cause and effect as is any other intelligent business venture. If

the business manager of a house would show the same acumen in dealing with his advertising as he does in directing the other branches of his business there would be much more advertising of the right kind, and by this I mean much more profitable advertising. But, while the business man who has a case at law promptly and as a matter of course retains expert counsel, one who has spent his energies in familiarizing himself with the various phases of litigation and likewise, when seriously ill, he hastens to call in the best medical skill, instinctively apprehending the consequences of attempting to treat himself, yet when it comes to advertising, why to that he can, of course, attend himself. In other words, he has no hesitation in assuming to do expert professional work in this instance, though it requires as much specialized preparation and constant research as either of the above named callings. To be sure there are many business managers who could be developed into advertising managers of ability far above the average, if they had the time at their disposal for proper preparation. But no business manager can properly attend to the requirements of his business and at the same time properly develop the advertising end. Hence it follows that every considerable concern should have a professional man, whose duty it is to handle every detail of the advertising, and this man should be given sufficient scope and be held responsible for the proper development of this branch of the business. If the advertiser cannot afford this he should place his advertising in the hands of a sales and advertising specialist or of a reputable advertising agency.



ROTARIAN LORD AND A CORNER OF HIS WORKSHOP.

Of vital importance to a successful advertising campaign is the preparation of copy. No hard and fast rule can be established to guide the advertiser along this line. In order to prepare a successful advertisement the advertising man must be in close touch with all the details of the business and in no way can this be more successfully attained than by a daily conference with the business manager and the heads of the various departments, even though this conference be limited to a few minutes at a sitting. It is equally essential that he have unrestricted access to the correspondence, as in no other manner can he fully understand the needs of the business.

In the preparation of copy the size of the space must be largely determined by the varying requirements of the business. It is my opinion that large space in a few papers of ascertained producing quality is preferable to small space in a large number of papers indiscriminately selected. I have repeatedly set aside a certain appropriation, divided this into two equal amounts, expended half in a big advertisement in a well known publication and distributed the other half using small space in several publications of as nearly equal value as my judgment could determine and the invariable result has been that the returns from the big space were far the more satisfactory. This for direct results, of course, and when you add to this the value of the incidental general publicity thus secured there can be no question at all that it is more profitable to use big space.

To Attract and Hold Attention.

The first essential of a good advertisement is a strong headline and an equally strong center of attraction. The former may be either a strong type line or a specially prepared design; but the latter should be an attractive design, an illustration that will make a lasting impression upon the reader. If you have an established trademark, this makes a good basis of your center of attraction. The use of other illustrative matter in an advertisement must be governed by the amount of space at your disposal and the requirements of your business.

After you have secured the reader's attention your sole purpose should be to *convince* him that *you have something to sell* which it is to *his interest to buy*, and the entire phraseology should be in a convincing, yet easy, conversational style. The statements should be couched in positive and sincere terms. Extravagant statements and superfluous adjectives should be avoided, and

above all, say nothing that is not in strict accordance with the facts.

Treat your announcement as the beginning of a business acquaintance, that you desire to develop and make for your house a permanent customer. The slightest exaggeration may turn away a customer who would be worth as much to your house as the entire cost of the effort. This may seem overdrawn, but it is a fact. I have in mind a large "ad" placed in a well known publication. The cost was approximately \$100 and resulted in a considerable number of replies. From a single one of these replies have been developed orders sufficient to pay the entire advertising cost in this paper.

This business was secured from an intelligent man, a man who in my opinion would not have paid the slightest attention to an "ad" filled with glowing generalities and explosive adjectives. We had goods to sell. He wanted these goods. We described them in an intelligent, straightforward, convincing manner making no claims that trial or continued use would not substantiate. He tried our goods, found them as represented and will undoubtedly remain a customer for many years.

Selection of Mediums.

The question of selection of mediums does not strictly come within the scope of this article. Naturally one should select mediums whose constituency is made up of the largest number of possible customers for one's line. An important requisite is *quantity* of circulation. By this I do not mean that because a publication does not have a large circulation it is not entitled to consideration. Quite the reverse, as many of the best-paying publications are those of small circulation yet covering their respective fields in such a manner as to make it a valuable part of an advertising campaign. As a matter of fact, the most satisfactory publication I have used this season is a paper whose circulation is far below the average in its respective class.

An important illustration of this fact is *THE ROTARIAN*. It is my candid opinion that either viewed from the point of publicity or for direct sales, a dollar spent in the advertising columns of *THE ROTARIAN* is worth from two to five dollars spent in even the most widely circulated publication of general circulation. If I were called upon to rate *THE ROTARIAN* as an advertising medium I would rate it *100 plus*. And every Rotarian should make a careful analysis of this statement and ascertain if he is not overlooking the "one best

bet" in not including THE ROTARIAN in his list. And the Rotarian who cannot make the Official Organ a profitable medium had better carefully analyze his copy as well as his proposition for the reason that if it does not pay better than nine-tenths of the advertising media at his disposal, in the writer's opinion, the fault lies in the copy and not in the medium.

Every advertising manager should insist upon knowing to a certainty the actual amount of circulation he is paying for. No paper, however well established, has the right nor can it afford to keep from the advertiser definite information relative to the exact quantity of circulation of a publication.

No advertiser can afford to make a single exception to the rule that satisfactory proof of circulation of every issue be given and that payment for advertisement be conditional upon such proof being furnished. Any publication that will not freely give you full information as to the number of copies actually circulated probably has good i. e. presumptively bad reasons for withholding this information, and the quicker the advertiser insists upon knowing what he is paying for in each transaction the quicker will come the final interment of the circulation liar, and with this despicable factor eliminated from the advertising field, will come the dawn of a new day in the advertising business, a day in which failures will be reduced to the minimum.

The matter of rates is one that the publisher has a well recognized right to govern. The advertiser can pay rates or keep out as his own judgment may elect. But circulation is another question. The publisher has no right, which an intelligent advertiser is bound to respect, to withhold circulation statements backed by conclusive proofs.

How to Key Advertisements.

Proper keying of advertising is a vital point for the purpose of gauging direct results. Do not attempt the slightest effort without a proper keying system. Various methods have been employed by successful advertisers, those most in favor being by street number, box number, clerk number and department number. Personally I prefer the department number, as this has proved to have fewer objectionable features than some of the other methods. I find that almost invariably a person answering an "ad" will copy the key address number exactly as it appears in the "ad." By examination of this number on the envelope before the letter has been removed you have a definite basis to

work on. As inquiries come in the key number is placed conspicuously upon the face of the letter. The full name, address, key number and such other information as may have been called for by the "ad" is then copied upon a card which is filed alphabetically by state and town, for handy reference, while the letter itself goes at first to the correspondence and later to the transfer file in the usual way. This card is the basis of all the future efforts which are dependent upon a proper following up system. Representing as it does an important part of the advertising expenditure, too much care cannot be exercised in the careful preparation of this card.

How to Handle Inquiries.

Beyond doubt the most important part of a direct advertising campaign is the follow-up system. I have no hesitancy in saying that thousands of dollars are wasted annually, the results of which could have been turned from an inglorious failure to a wonderful success had the inquiries been properly developed by following the same up by effective correspondence in an intelligent manner.

A practical illustration of this is shown by a careful examination of a hundred orders taken indiscriminately from the order file. Of these from the first letter sent out no orders resulted. From the second letter, seven orders came in. The fourth brought nineteen, the fifth twenty-four, the sixth twenty-two, and the seventh sixteen. Nor is there any question but future efforts will show even more conclusively that the essential part of direct advertising is an adequate follow-up system.

But what the advertiser wants to make sure of is whether this advertising is a paying venture or not. This can be easily ascertained by a simple system of bookkeeping. When an advertisement is placed, treat the publication exactly as you would a salesman. Charge up the amount paid for the ad, the same as you would salary, commission, transportation, incidental expenses. Thus, when you send out a quantity of follow-up letters to the inquiries secured from the publication, charge the entire cost up against the publication. To this add a sufficient amount to cover the item of general expense. Prepare a schedule of cost of goods. When an order comes in, by reference to the card previously mentioned you will quickly ascertain the source of the inquiry. Credit the publication with the amount of the order, debit it with the cost of the goods and you can at any

time strike a balance that will show you definitely whether your advertising in any particular publication is a paying investment or not.

Merely Hints to The Inexperienced.

These are but a few features that are essential in carrying out a successful direct advertising campaign. As hints they are not intended for the successful advertiser. His business has been developed along lines of

his own and he does not need the advice of others. They are intended for the man who says advertising is all "blue sky" or who is willing to admit that the other fellow can advertise successfully, but maintains that to him success through advertising is a sealed book. And so I venture to close by reaffirming my original statement, that any business whatsoever can be increased by advertising so as to warrant a continued and growing advertising appropriation.

An Appreciation of the Hospitality of the Rotary Club of Buffalo

By Glenn C. Mead

SOME one has said that, "What we need most is not so much to realize the ideal as to idealize the real." Sometimes the real is so nearly perfect that it does not require any conscious idealizing, or any special effort to appreciate its meaning and value.

Our recent Convention at Buffalo is certainly one of the realities of life that almost completely satisfies our ideals and commands our highest and most sincere admiration. That everybody contributed to this great success goes without saying, because it is a cardinal principle and an unfailing practice of Rotary that everybody gets into the game. While, however, those who have had a royal good time at a house party or some other kind of party, take delight in the new friends they have made, they cannot fail to attribute the greatest part of the good time to their thoughtful, whole-hearted hosts.

So it is that after repeatedly discoursing upon the numerous high spots of our recent family reunion, we come back to the thought and feeling that the Rotary Club of Buffalo is after all chiefly responsible for the whole grand good time. A club takes on a good deal of its character from its leaders, and the Buffalo Club in entertaining us seemed to be pervaded by the vigor, enterprise and sincerity which animated their delegation at Duluth a year ago, when we first got well acquainted with the Buffalo spirit.



PRESIDENT G. B. RICH
OF BUFFALO.

No one who has not gone through the labor of preparing for a Convention and executing the plans when the visitors have arrived, can appreciate what a responsibility the Buffalo Rotarians had; the problem was all the more difficult because previous conventions could not safely be taken as a criterion. Yet, without any exaggeration of speech, the occasion, from Sunday morning to Friday night, sparkled with a lustre and brightness that will not dim for many a day. We cannot help wondering if the Buffalo boys who did the work and thought only of our comfort and pleasure, are looking back upon the events of that glorious week with the same delight and satisfaction as their guests.

It has been said that the most enduring satisfactions in life are those derived from work well done; if this is true, the Rotary Convention of 1913 will ever be a source of complete satisfaction to the Buffalo Rotarians, who worked so untiringly and effectively for our comfort and happiness. Rotarians as a class are not hard to entertain; wherever a few of them get together, there is good fellowship and inspiration. But when delegations from more than ninety-two per cent of the clubs in existence descend at one time upon one club and abide with it night and day for a week, the point upon which this active mass of life and energy converges is going to be put to a pretty severe test.

Even though there were too many of us to get under the roof of one large hotel, yet the others were so close at hand that the entire great gathering of Rotarians seemed to be camped together in one big tent in the heart of beautiful Buffalo.

To you, Buffalo Rotarians, who first invited us and then took care of us so splendidly and entertained us so royally, we can only say that you made our visit a memorable event in the life of each one of us; looking wistfully back to the scene of our happiness, and speaking in appropriate Rotarian language of your tireless efforts most wisely directed, we gratefully tell you that to us and all Rotary you rendered "perfect service."

AND THAT REMINDS ME.

In the account of the convention proceedings in the September issue I meant to pay a tribute to a number of the hard working Rotarians of Buffalo whose activities came under my particular notice.

Among them were President Rich, former secretaries Hart and Stanley and sergeant-at-arms Watts, chairman of the hotel committee Noyes, and secretary of the convention committee Barrows. These men I particularly remember in addition to Noonan and Pfeiffer and then there was that bunch of saintly heroes who segregated themselves in the registration bureau room on the mezzanine floor and took the registration cards and handed out the badges, furnished information, received the kicks and gave the glad hand to the thousand or more delegates who surged around the bureau windows. The chairman of the committee having charge of the registration bureau was L. R. Cooper. His assistants were men who volunteered for the work and included Godfrey Morgan, Philip J. Kuhn and George Keller. All they saw of the convention probably was as it passed by their window and at any rate they did their part nobly in making the delegates and visitors leave Buffalo with that perfect satisfaction which has been so well described by former President Mead. C. R. P.

PRINTERS' SECTION.

Distinctivality (R. T.) Arnold of the Arnold Printing Company of Jacksonville, Florida, requests that all Rotary printers forward their names and addresses to him for a printers' roster and for some interesting copy he has to send them.

Some Verse From Across The Water

I LOVE YOU, U. S. A.

(With apologies to Will Stephens and other Los Angel ones.)

I love you, California,
And I love old Texas, too.
I love New York, "where the West begins"
Where hearts are big and true.

I love old Philadelphia,
And Washington, D. C.,
Where the names of Walter Whetstone
And John Dolph are dear to me.

I love Jim Corbett's "Billy Goats,"
Oh, they're the boys for fun;
"It's a fine of fifteen cents," says Jim,
"To omit 'Most fragrant one.'"

"The Murphy man of metal," too,
Is one we all know well
As "Keeper of the Herd"
And friend of Bob Cornell.

Pres. Gilbert and Bill Gettinger,
And Eugene G. MacCan
All say they'll go to Houston,
Frank Mulholland "thinks he can."

You're RICH in men at Buffalo,
You've good things in galore,
You're good ones every one of you,
From Kansas to the Shore.

So, here's to one and all of you,
Your health for many a day—
For I love the Stars and Stripes,
I love the U. S. A.

—JOHN SHERIDAN.

Dublin, Ireland, 13-9-'13.

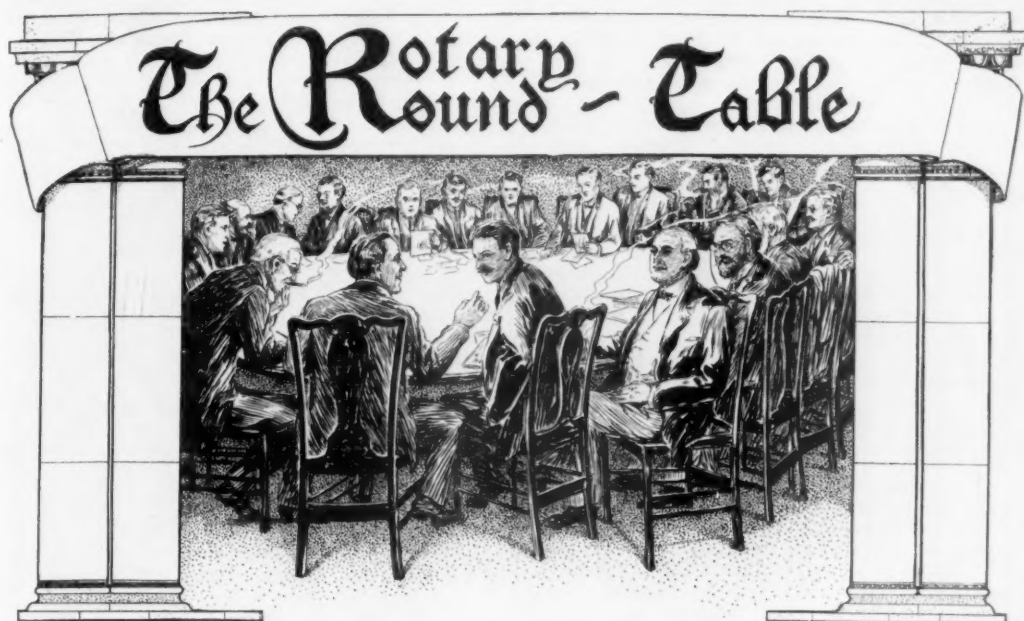
FROM EDINBURGH.

It is indeed a surprise to receive your letter that I have been elected a vice president of the International Association of Rotary Clubs. It will give me great pleasure to do anything in my power to forward Rotarianism in this country during my term of office. R. W. PENTLAND.

FROM DUBLIN.

I can assure you I am very proud of having my name on the list of directors of the International Association of Rotary Clubs but I am afraid it is not to my personal merit but to the fact Dublin started the Rotary Clubs on this side, that my election is due. Reciprocating your wishes for the advancement of true Rotary principles.

WM. FINDLATER.



A SIXTY SECOND SELLING TALK IN SEATTLE.

As an illustration of concise and to-the-point salesmanship, the following argument was delivered before the Rotary Club of Seattle by Chas. M. Dial, representing The Aetna Accident and Liability Company at a contest held before the club, and participated in by five members, representing different lines. Each contestant was limited to sixty seconds in which to make his sale, and the prize, a Waterman fountain pen, was awarded to Mr. Dial as having made the best sale.

"I will sell two bonds in the next sixty seconds. The first bond to you, Mr. Business Man, with your whole capital and business existence in the hands of comparative strangers—clerks practically unknown and often hired after only slight investigation of their past records. For ten hours a day they sell your goods, collect your cash and keep your books, with unlimited opportunities to steal and conceal their theft, while you may spend ten minutes a day in checking them up.

"Send them to me. I will investigate their records for ten years past and may find them unsafe to bond. If unsafe for me to bond, they are unsafe for you to employ. If I bond them and they do steal a dollar, I will return it; if they steal one dollar worth of goods, I will pay for them.

"The second bond to you, Mr. Lot Owner, with five thousand dollars to build a house. Go to Haynes, the Rotary architect, select your plans; award your contract and send the contractor to me; I will give you a five thousand dollar cash guarantee that your house will be finished on the day set with every stick, stone or nail therein, the painting outside and the varnish, tinting and hardware inside and of the kind specified, and that every penny of debt incurred for labor and material has been paid.

"These are but two forms out of the hundreds issued to guarantee nearly every business transaction. The Aetna, having confidence in my twelve years experience in writing surety bonds, permits me to pledge its two million dollars assets securing every bond written, all for the insignificant price of fifty cents on each hundred dollars guaranteed."

"I thank you."

PHILADELPHIA CLUB ABANDONS RECIPROCITY COMMITTEE.

The following report of the reciprocity committee of the Philadelphia Rotary Club should be of more than passing interest to members of other clubs that are striving for Service instead of Swaps:

Mr. President and Members of The Rotary Club of Philadelphia:

Your Reciprocity Committee begs leave to report as follows:

First: On Reciprocity as Practiced by Other Rotary Clubs—President Whetstone charged the chairman of this committee with the responsibility of making a study of and analyzing business exchange as practiced by other Rotary Clubs. Attendance at the Buffalo Convention made such a study and analysis possible. There is a wide range in Rotary Reciprocity. Some few of the clubs still believe in wide open campaigns for business exchange, but the great majority favor the "service" idea, in other words: the opportunity of serving discriminating prospects such as Rotarians and their friends is sure to result in constructive "word of mouth" advertising which in turn brings its proper proportion of trade.

Second: Abolishing Statisticians and Trade Record Slips for Stickers—When International President Harris retired he made an appeal that the Statistician (an office created by him) be retired—that true Rotary had no need for him. At Buffalo, International President Mead called attention to the fallacy of Trade Exchange Stickers. Your Reciprocity Committee heartily endorses the suggestion of its chairman, that you immediately abolish the use of stickers such as were adopted and used by the committee last year. Such a suggestion comes with good grace from our chairman as he, while President, actively co-operated with the committee in the circulation and use of these stickers. We, with him, conclude that their use was entirely too suggestive of mercenary “trade swapping.”

Third: How Can Reciprocity Be Practiced—First, through Thoughtfulness. We suggest as an ideal motto or slogan that “Rotary is Thoughtfulness”—it is remembering the other fellow, it is giving him an opportunity of rendering “Service,” and if he is truly *the* representative of his particular business and profession as he should be, to be a member of a Rotary Club, the satisfactory service rendered will bring about appreciation and this will in turn bring about a widening of the circle of influence which must result in an increase of trade.

And Now in Conclusion—In view of the growing sentiment against the idea that Rotary clubs are organized solely for “trade swapping” the committee believes its existence to be “without rhyme or reason” and therefore respectfully asks to be discharged. E. J. BERLET, *Chairman*.

THE BAUM ADVERTISING CAMPAIGN HAS STARTED.

The day is coming when advertising space in THE ROTARIAN will be at a premium and that day is not far distant. Daniel Baum, Jr., is the Vice-President and active manager of the Baum Iron Company of Omaha, a leading firm of the Middle West. As a business man he has the reputation of hitting the mark when he talks. And he is talking now. Some of you heard him at Buffalo. Baum is president of the Rotary Club of Omaha and he likes THE ROTARIAN. He recognizes it as *his* magazine, as the magazine of *his club* and he proposes to give it an endowment that will enable the production of the greatest business magazine in the English reading world. He is going to do it in the only way it can be done—by securing advertising for THE ROTARIAN. As a result of his talk at Buffalo the Executive Committee have entered into a business arrangement with Mr. Baum. For his advertising campaign he has established a complete office in Omaha. He expects the co-operation of every Rotarian. Write him a few lines of good wishes. Tell him that you will help him if you can. Boost with Baum!

GOOD THINGS ARE COMING.

The November issue of THE ROTARIAN will contain the complete addresses of Harry A. Wheeler and Arthur Frederick Sheldon as delivered to the Rotary convention at Buffalo. Another of Mr. Burton's “Business lessons from fields of sport” will appear in November. A new department of “Trade and Professional Sections” will be introduced. There will be pictures and brief biographical sketches of some of the new officers and directors of the International Association of Rotary Clubs. Each month hereafter, as in the past, this magazine will endeavor to maintain its well-established reputation for progressiveness.

THE BOSTON SCHEDULE FOR LUNCH TOPICS 1913-14.

The Bostonians have prepared an interesting schedule of 30 topics which they propose to discuss at their weekly luncheons during the current club year. Here are some of them:

1. Choosing a Location for a Store or Factory —Points to be Considered.
2. Fitting up a Store or Office.
3. Best Systems of Filing, Indexing and Keeping Records.
4. “What Gets my Goat.” An Excursion into the Land of the Unhappy.
5. Interesting Systems of Accounting and Book-keeping.
6. A Few Valuable Hints about Stationery and Office Supplies.
7. The Technical Side of Printing—A Glimpse Behind the Scenes.
8. The Manufacturer of High Grade Papers.
9. What the Layman Should Know about Printing.
10. Thanksgiving Dinner—“Just Among Ourselves.”
11. How Printing, Book and Wrapping Papers Are Made.
12. The Purchasing Department—Its value and Its Policies.
13. The Science of Display Advertising and Signs.
14. Christmas Luncheon—Perhaps some Music, Perhaps some Stories, but surely a Good Time.
15. Building up an Effective Organization and the Selection of Employees.
16. How and When to Advertise in Newspapers and Magazines.
17. How to Advertise Effectively with Catalogues, Printed Matter and Specialties.
18. The Best Business Policies.
19. Sales and Salesmen—Retail and in the Office.
20. Sales and Salesmen—Wholesale and on the Road.
21. The Selling of Specialties—Building up a Mail Order Business.
22. The Delivery and Handling of Goods.
23. How and When to Give Credit.

More or Less Personal



There is a man in Joliet (in the State of Illinois) who was at one time the youngest bank president in the United States. Maybe he is now. He was some bank president then and is yet. His name is George Woodruff and he gets out a publication called "The Banker," wherein we find the following paragraph:

"The Rotary Club is certainly a first-class example of a collection of modern, up-to-date, live, young men who believe in making the world move. Their Efficiency Show was one of the best things that has been pulled off in Joliet for a long time and their future activities are expected to come up to the mark established by their past performances. All in favor of The Rotary Club say 'Aye.' It is unanimous."

Those who have read Mr. Woodruff's articles in the Saturday Evening Post will appreciate the significance of this compliment.

The artist who gave us the new cover design which appeared on the September issue is not a Rotarian, but his father is a member of the Chicago Rotary Club and so it was not difficult for Mr. Chester Lawrence to work up a cover for the magazine. There is just enough suggestiveness and just enough indefiniteness about his cog wheels and the master-mind that keeps them moving to suggest the average Rotarian's business establishment. It is our intention to use this cover for the alternate issues between the city feature issues.

Mr. Arthur Frederick Sheldon has returned to England. He greets us with a very attractive letter head announcing the Sheldon School of the British Empire. We are very glad to know that Rotarian Sheldon has greatly improved in health since the time of the Buffalo convention.

President Roger Andrews of the Los Angeles Rotary Club is sojourning in the Hawaiian Islands. It seems that former Secretary Will Stephens brought back such an interesting story of what he found in the Islands that all the Los Angeles Rotarians made up their minds to go to the Islands as quickly as possible. Andrews was the first to get away.

In the concluding paragraph of Mr. Comb's article on "How We Sell Brick in Chicago" in the September issue, there is a text for any number of sermons in the "face brick all around." What a different world it would be if every human structure, both material and mental, stood with "face brick all around."

The arrangement of the clubs in the official directory has been changed somewhat beginning with the September issue. First, all the American clubs are listed alphabetically, then the Canadian follow, including Halifax, and then come the clubs of Great Britain and Ireland. It is interesting in this connection to note that an alphabetical arrangement of the clubs in Great Britain and Ireland at present puts the two Irish clubs first, the two Scotch clubs second and then come the three English clubs. A new arrangement of the club letters has also been made along the same lines.

Mr. A. L. Hager, General Manager of the New England Fish Company and a member of the Rotary Club of Vancouver, is a prominent patron of several forms of sport. The Vancouver World recently published a two-column picture of him as an official stakeholder of the Ritchie-Welsh Boxing contest for the light-weight championship of the world.

The Osteopathic Section of Rotary anticipated the sectional meetings at the Buffalo Convention by having a meeting of the Rotarian Osteopaths at St. Louis during the American Osteopathic Association Convention, which was in session there at that time. Dr. E. R. Proctor of Chicago was chosen as Chairman of the section and Dr. Homer E. Bailey of St. Louis as Secretary. It is their intention to assist every club to have within its membership a leading Osteopathic physician. They also contemplate having a complete directory in THE ROTARIAN of all the Osteopaths in Rotary.

The pictures of the watermelon party, the trip to East Aurora and the British and Canadian delegates appeared in last month's issue by courtesy of the Buffalo photographer, Mr. J. G. Nuss-laumer (625 Main Street) to whom we omitted to make acknowledgment in the September issue.

The Lawrence Hotel welcomed the Rotary Club of Erie at its first birthday party (organization meeting) in most hospitable style. Division Vice-President Pfeiffer writes us that the management served a most elaborate banquet gratis and also presented each charter member of the club with a beautiful hand tooled leather money wallet as a souvenir of the occasion. Such courtesy on the part of the Lawrence Hotel ought to cause their name to be long remembered by the Rotarians of Erie and those of other cities who may be stopping in Erie.

Rotarian F. J. Dreher of Harrisburg now has another Rotary club to his credit. This time it is Reading, Pa. He was assisted by quite a delegation of Rotarians from Philadelphia and Harrisburg, among them former President Glenn C. Mead and V. Clement Jenkins, formerly President of the New York Rotary Club, who has decided to locate in Reading.

The Rotary Club of Boston has sent out very handsomely engraved invitations inviting Rotarian bankers who are to attend the American Bankers' Association Convention, to be their guests at the club luncheon of October 7th.

Secretary Geo. H. Putnam of Wichita (Kans.) Rotary Club has had to leave Wichita, at least temporarily on account of his health.

CLASSIFIED DIRECTORY OF PROFESSIONAL MEN IN ROTARY

CERTIFIED PUBLIC ACCOUNTANTS

- Chicago, Ill., Edward E. Gore.
824 Monadnock Bldg. Phone Harrison 1232.
- Jacksonville, Fla., Thos. C. Hutchinson.
511-512 Dyal-Upchurch Bldg. Phone 312.
- Minneapolis, Minn., Ralph D. Webb.
830 Lumber Exchange. Phone N. W. Main 47.
- Pittsburgh, Pa., Frank Wilbur Main.
723-6 Farmers Bank Bldg. Grant 2368.
- Saint Paul, Minn., Herbert M. Temple.
805 Germania Life Bldg. Phone N. W. Cedar 519.
- San Francisco, Calif., L. H. Greenwood.
497-9-11 Clunie Bldg.
- Seattle, Wash., E. G. Shorrock & Co.
222-223-224 Central Building.

ARCHITECTS

- New York, N. Y., Brazer & Robb.
1133 Broadway. Phone 3991 Madison Square.
- Camden, N. J., Moffett & Stewart, Inc.
Jessup Building. Phone, Bell 1535.

ATTORNEYS-AT-LAW

- Buffalo, N. Y., Botsford & Lytle.
834 Prudential Building.
- Camden, N. J., William G. Hodgson.
548 Federal St. Bell Phone 957.
- Chicago, Ill., Harris, Dodds and Kagy.
1317 Unity Bldg. Phone Central 2018.
- Cincinnati, Ohio, Gideon C. Wilson.
54-55 Wiggins Block. Phone Main 413.
- Cleveland, Ohio, Weed, Miller & Rothenberg.
404 Century Bldg. Phones Main 4107 Cen. 489-W.
- Columbus, Ohio, Bennett & Westfall.
8 East Long Street. Main 5411.
- Dayton, Ohio, Lee Warren James.
509-516 U. B. Bldg. Phones Bell M. 601, U. S. 2601.
- Denver, Colo., Chas. W. Franklin.
834 Equitable Bldg. Phone Main 2027.
- Duluth, Minn., Frank E. Randall.
207-8 Providence Bldg. Phones: Grand 746, Melrose 726.
- Indianapolis, Ind., Pickens, Cox & Conder.
Chamber of Commerce.
- Jacksonville, Fla., D. H. Doig.
Dyal-Upchurch Bldg. Phone Bell 304.
- New Orleans, La., H. W. Robinson.
226-229 Hennen Building. Phone Main 4005.
- New York, N. Y., Wm. J. Dodge.
149 Broadway (Singer Bldg.). Phone Cortland 4784.
- Oklahoma City, Okla., Bennett & Pope.
1018-1020 Colcord Bldg. Phone Walnut 4776.
- Omaha, Neb., Harley G. Moorhead.
632-636 Brandels Theatre Building.
- Peoria, Ill., McRoberts, Morgan & Zimmerman.
319 Main Street. Phone Main 585.
- Philadelphia, Pa., Glenn C. Mead.
818 Real Estate Trust Building.
- Portland, Ore., Estes Snedecor.
726 Corbett Bldg. Phone Marshall 1256.
- San Francisco, Calif., Carlos P. Griffin.
704 Pacific Bldg. Patents, Corporations.
- Seattle, Wash., E. L. Skeel.
1008 Alaska Building. Phone Main 6311.
- Spokane, Wash., Lawrence Jack.
610 Hyde Block. Phone Main 3008.

Toledo, O., Frank L. Mulholland.
1311-17 The Nicholas Bldg.

Winnipeg, Man., A. W. Morley, LL. B.
601 McArthur Bldg. P. O. Box 1432. Phone Main 228.

ATTORNEYS-AT-LAW (Patents)

- Kansas City, Mo., Arthur C. Brown.
1216 Commerce Bldg.
- Philadelphia, Pa., Howson & Howson.
West End Trust Bldg.
- Toronto, Ont., H. J. S. Dennison.
Star Bldg., 18 King St. W.

ATTORNEYS-AT-LAW (Accounts and Adjustments)

See also "The Service System" Page—

Philadelphia, Pa., Archibald Todd Johnson.
818 Real Estate Trust Bldg. Phone Filbert 46-35.

DENTISTS

- Cleveland, Ohio, Dr. William O. Haldy.
811 Schofield Bldg. Phone Main 1859.
- Chicago, Ill., Dr. Will R. Neff.
Suite 1112 Republic Bldg. Phone Harrison 1820.
- Louisville, Ky., Albert B. Weaver.
Atherton Bldg. City 566, Main 596.

OSTEOPATHS

- Chicago, Ill., Dr. Ernest R. Proctor.
27 Monroe St., (Goddard Bldg.) Phone Central 5240.
- Los Angeles, Calif., Dr. Edw. Strong Merrill.
304 O. T. Johnson Bldg. Phones A2193 Main 1049.
- New Orleans, La., Dr. Henry Tete.
1117 Maison-Blanche Bldg. Phone Main 4722.
- New York, N. Y., Clinton E. Achorn, D. O.
17 East 38th St. Corner Madison Ave.
- Philadelphia, Pa., James C. Snyder, D. O.
420 Pennsylvania Bldg. Phone Spruce 4772.
- St. Louis, Mo., Dr. Homer Edward Bailey.
229-32 Frisco Bldg., Ninth and Olive Streets.

PHYSICIANS AND SURGEONS

- Buffalo, N. Y., Charles H. Andrews.
588 West Delavan Ave. Phone North 882.
- Cleveland, Ohio, Dr. A. Clynton Scott.
6523 Euclid Ave. Phone East 2698J.
- Denver, Colo., Dr. Chas. A. Ellis.
Albany Hotel. Phone Main 5451.
- Los Angeles, Calif., W. F. Traugher.
707-8 Hollingsworth Bldg., Main 1687, F. 7114.
- Omaha, Neb., T. J. Dwyer, M. D.
Creighton Bldg.
- Portland, Oregon, Ben L. Norden, M. D.
528 Medical Building. Phones Main 1085, A5312.
- San Francisco, Cal., Dr. Chester H. Woolsey.
350 Post Street. Douglas 2222. (Hrs. 1 to 4.)

PHYSICIANS (Specialists)

New York, N. Y., Fred B. Sutherland, M. D.
40 E. 41st St. Surgeon Eye, Ear, Nose and Throat.

UNDERTAKERS

- Chicago, Ill., Arntzen, Inc.
810 North Clark St. Auto Ambulances and Hearses.
- Philadelphia, Pa., Armstrong & Son.
Funeral Directors. 1600 Columbia Av. Poplar 6030.
- Winnipeg, Man., Clark-Leatherdale Co., Ltd.
Funeral Directors. 232 Kennedy St. Main 822.

WHAT THE CLUBS ARE DOING

CLUBS OF THE UNITED STATES

ALBANY (N. Y.).

Our club is only in swaddling clothes, four months old with eighty-five members, additions every week, composed of the most energetic business men in the capital of New York state.

The representatives who attended the international meeting returned bubbling over with enthusiasm. Ben V. Smith button-holes almost every person he meets to tell them the good time he, with George DeRouville, Oscar F. Kinney and Dr. John H. Callahan, had at Buffalo.

Ben has engaged passage for himself and wife for a trip across the big pond. He says he contemplates assisting at the installation of the officers of the new Rotary clubs that are to be formed in Paris and Berlin.

On Saturday, August 16th, a committee from our club met the delegates to the convention from Boston, Worcester, Mass., and Providence, R. I., on their arrival in Albany, escorted them to the Ten Eyck Hotel where a reception was held and afterwards entertained at dinner. On the following morning the visitors were taken on a sight-seeing tour in automobiles, after which they, with the Albany delegation, entrained for the convention city.

Our weekly meetings are a source of benefit and amusement. Since our organization, we have had but one deserter, George J. Auer, who bettered himself and is a resident of Atlanta, Ga., where he certainly will make good.

M. V. DOLAN, *Assoc. Ed.*

ATLANTA (Ga.).

The new meaning of Rotary club work, and the part the Atlanta Rotary Club is expected to play in advancing the best interests of this community, were explained in detail at a meeting at the Piedmont the first of the month. Ivan E. Allen and Albert S. Adams, delegates to the International Convention of Rotary Clubs, were back from Buffalo filled with enthusiasm over the ideas they had gathered there.

Since the recent organization of a Rotary club in Atlanta, the wrong impression has grown up in some quarters as to the purpose of this club. It is not a selfish organization. It is not a business swapping organization. The representative of any particular line of business who is a member of any Rotary club holds his membership not to boost his private interests or his individual business, but to represent and serve the interests of all Atlantians in their trade or professional calling. For instance, an insurance man or grocer who is elected to the Rotary club, becomes a member not to serve the selfish ends of his particular business, but to represent the interests of his entire class.

Mr. Allen and Mr. Adams both made forceful and enthusiastic speeches.

Rotarianism has been given a wonderful impetus in Atlanta since the members of the club and the

public at large have gained a true insight into the ideals of the organization. A charter for incorporation has been applied for, with constitution and by-laws embodying the principles of Rotarianism as expressed at the 1913 convention.

Every Rotarian in Atlanta has buckled down to work, imbued with new ideas as to the meaning of the word and determined to see what he individually can do to help the interests of the business community at large, and to serve the classification which he represents.

W. B. SEABROOKE, *Assoc. Ed.*

AUSTIN (Texas).

The local organization of the International Association has added most materially to its membership during the past month, having secured upward of twenty active members. Notwithstanding the fact that it is the youngest club in the Texas circuit it stands to the front with a personal representative membership of which any club might well be proud.

It was in line with its general public spiritedness that the Austin club sent its president, Mr. Roy Rather, to Buffalo to the International meeting in order that the Austin club might be on the Rotarian map upon that occasion. The Austin club has among its members some real wheel horses when it comes to working for the general welfare of the association and among that number may be very properly mentioned Fred Fisher, vice president; Albert Stelfax, secretary; and Fred Rightor, general assistant to all officers.

The Austin club is in a position to do much good for Rotary in Texas and judging from the interest now manifested, its membership will not in the slightest degree be negligent of their duties. In truth you may properly count the Austin club as a blue ribbon wearer ere the end of the year.

A. G. SMOOT, *Assoc. Ed.*

BINGHAMTON (N. Y.).

The Buffalo delegates have returned with enlarged ideas of the possibilities of Rotary and the zeal to put them into action. At the monthly dinner the delegates reported on "Impressions from Buffalo." Summed up in skeleton form, the report was:

A representative assembly—optimistic and confident of themselves and the world's progress. Emphasis placed upon service and helping the world get on. Value of the personal and social factor. At Buffalo "Rotary" had a face value instantly accepted for introduction, friendliness, helpfulness. Value of conferences and sections, which were bureaus of ideas, plans, methods. Efficiency in tabloids.

Binghamton will throw overboard its overweight of ballast and give the room to men who'll

work the ship to speed capacity. Those on the waiting list will have a chance.

Binghamton has voted for a state association and an annual get-together meeting. There are imperial possibilities in the Empire state and its chain of cities.

Binghamton Rotary's first clam bake will be a closed and a digested incident when the savage reader reads this. The watermelons were not from Texas, but they passed. We have incorporated. There was a reason.

WM. FOOTE SEWARD, *Assoc. Ed.*

BUFFALO (N. Y.).



"We have met the convention and we are theirs."

I just can't tell how many schooners, but there were some few captured. It seems perfectly proper at this time to paraphrase the famous dispatch of the other but no more distinguished Perry.

It was a great convention in every sense of the word, certainly the largest Rotary convention ever held. There was never a convention just like it before. The nearest to it was a convention once held some few centuries ago by a certain party called Noah, at which convention every known line at that time was represented by two delegates. He may have beaten us on delegates, but we had him beaten on weather, for we had rain only a part of one day.

The visiting Rotarians took Buffalo by storm and for a week practically owned the town. And they were a fine lot, too. The opinion has been frequently expressed that the Rotarians were the best bunch that ever struck this city on a convention. Certainly the citizens of this humble burg have had their eyes opened as to what Rotary really is and applications for membership are pouring in from all sides. Our stock is now above par and still going up with no one anxious to sell.

We hope the visitors had a good time while with us. We tried our best to entertain them in a satisfactory manner and if we have sinned and come short, it is through ignorance and not intention. Remember that we were amateurs and be charitable.

I will not bore you with details regarding the convention. Read the Convention number of THE ROTARIAN and read it carefully, for there is much of value in the various reports and addresses. If you skip all the others, be sure to read the talks of Mr. Albert and Mr. Mulholland. You will get a liberal education in Rotary.

We met all the old Rotary war horses, those who have made Rotary what it is, and from this time forth the names of Mead, Perry, Greiner, Skeel, Stanley, Filiatrault and Mulholland will mean much more to us all.

Perry, like his illustrious namesake, was a whirlwind. He came to town quietly but had not been here an hour before he had us all eating out of his hand, jumping through hoops and doing other stunts. And we were mighty glad to do all those

little things, too. That was the surprising part of it. Taking it by and large, as sailors say, we learned a whole lot during convention week and were amply repaid for all our trouble. We wish the Convention would come here again next year. That shows how much we liked you all.

I feel that I ought to hand a few bouquets to our sister clubs from Rochester and Syracuse for the splendid manner in which they backed us up. Syracuse came up strong in the early part of the week and gave the convention a good start and along toward the end when things began to slack up a bit, along comes Rochester with seventy-five members and adds a whole lot of ginger to the proceedings. These two clubs helped a whole lot and we in Buffalo owe them a debt of gratitude which will be hard to repay for their loyalty.

H. L. HART, *Assoc. Ed.*

CHICAGO (Ill.).



August has been an unusual month in Rotary, especially for the Chicago club. We have had the pleasure and distinction of entertaining for one day practically all of the delegates from the west, southwest and northwest who passed through Chicago on their way to Buffalo. It has also been our privilege to be entertained in a like manner by the good fellows of the Detroit Rotary Club where we spent a very pleasant day, Saturday, August 16th. Some thirty-five of our members attended the convention and judging from the enthusiastic reports of those who did go, all the rest of us wish we had gone too. In any event, we are all more determined than ever to attend the next International Convention. Space will not permit us to publish a list of our visitors during the month of August as there was a large coterie of them, but we thoroughly appreciate their visits and hope that we will have an opportunity to entertain them again.

In spite of the exceeding heat, vacations and Convention, we have held our noonday luncheons regularly through the month with a fair average attendance. The luncheon immediately following the return of the members from Buffalo was unusually well and enthusiastically attended. The Convention seems to have affected all Rotarians like a dose of Spring tonic and we are looking forward to making some long strides forward in Rotary during the next year. To this end, a movement is under way to revise certain sections of our constitution and by-laws which it is contemplated will make the local club broader and more effective in its work.

The writer had the pleasure of "breaking bread" with the Detroit Rotary Club at one of its recent noonday luncheons. For the benefit of those who have not had this pleasure, we recommend that they go out of their way, if necessary, to mingle with the Detroit bunch. They are all live wires and good fellows we know. On behalf of the Chicago club, we extend our sincere thanks to the Detroit club for the very fine

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FRANK R. JENNINGS, *Assoc. Ed.*

CINCINNATI (OHIO).



The Cincinnati Rotary Club resumed its weekly luncheons September 4th. The club, which has grown in membership from nine members three years ago to about two hundred and seventy at the present time, is facing the most prosperous and successful year of its history. John H. Dickerson, the new president, presided at the opening luncheon and among other things said:

"We enter into the new year with renewed enthusiasm. Refreshed by vacation, we take up our work with finer vision and clearer ideas. We are better fitted for doing things that produce particular results.

"There is in the Cincinnati Rotary Club that spirit manifest which instantly, but effectually, extends the gospel of reciprocity and good will. We are not perfect, neither have we yet attained, but we are growing in the right direction. Because of these things, we confidently face the future with its problems that are to be solved and its work that is to be done.

"We realize that only by united and intelligent effort can we hope to attain in all things that are really worth while. What those who preceded us on the stage of action dreamed, hoped, accomplished, is an indication of the work we have to do.

"This work will be done because our members have caught the spirit of Rotary which is 'Service.'

"I therefore confidently call for the help and support of every member and at the same time would remind each one that 'He who would be the greatest among you, let him be the servant of all.'

All the members of the Cincinnati Rotary Club are very much encouraged at the action of the Board of Directors in calling for a referendum vote of all the clubs on the question of the 1914 meeting place, feeling thereby that the Cincinnati club is assured a fair chance against its rivals for the honor of entertaining the next meeting of the International Association.

Members of the Cincinnati delegation at the Buffalo Convention are enthusiastic over the ideas and inspiration received from the Convention just closed. The inspiration and results of the Buffalo Convention will be on the program for early discussion at the club.

Referring to reasons why Cincinnati should have the 1914 meeting, Charles E. Wilberding, secretary of the Cincinnati Rotary Club, has the following

to say to the clubs of the International Association:

"Our fellow clubs should vote for Cincinnati as a 1914 meeting place of the International Association of Rotary Clubs, because:

"Cincinnati was first in the field, having begun its campaign before the convention in Duluth more than a year ago, and is entitled to first consideration.

"In 1915 the Association will undoubtedly desire to meet in San Francisco, therefore the 1914 meeting should be in a centrally located city, rather than a city on the rim of the Rotary wheel.

"The clubs in the Ohio valley deserve the stimulus that would come to them from the holding of this Convention in Cincinnati.

"Cincinnati is centrally located, has many amusements, and one of the liveliest Rotary clubs of the International organization."

The new headquarters of the club, 205 Neave building, are now open every day for the benefit of the club members and Rotarians visiting this city.

CARL DEHONEY, *Assoc. Ed.*

COLUMBUS (Ohio).

September is bound to be one of the red letter months in the Rotary calendar for 1913 in Ohio's Hub for on the 25th the decree has gone forth that on that date we will celebrate "Ladies' Night." Every Rotarian is urged to bring his wife and all those Rotarians who have the misfortune not to possess wives, are instructed to escort their sweethearts to the Rotarian headquarters, the Hotel Hartman, on the fourth Thursday evening of this month. While the ladies will be expected to "fuss up," the injunction to the men is not to embarrass their brother Rotarians by appearing in evening clothes.

Dowdell and Humpton, who rotated to Buffalo, returned saturated (not soused) with the Rotary spirit and loudly lamenting the fact that Columbus ever let Allen Albert, of Minneapolis, and at one time a news publisher in our city, get from beyond its corporate limits. They have undertaken the task of inoculating every member of the club with the Rotary germ and as every man is in a very receptive mood we are confident that the germ will be easily transmitted.

This month marks a departure in the form and get up of the local club magazine, "Straight Dope," it being unique and differing from the publications issued by the other clubs in the International Association in this respect, namely, that it has the shape of a wheel. "They say that Columbus, she ain't got no style. Well she's style all the while."

On the second and fourth Thursdays of each month at noon and evening respectively, Columbus Rotarians gather and any visiting Rotarian will be cordially welcome as our guest. The luncheons are usually held in the Grotto Room of the Virginia Hotel while the dinners are held at the Hotel Hartman.

W. J. SEARS, *Assoc. Ed.*

DALLAS (Tex.).

It does not get so hot in Dallas in the summer time that the Rotary club has to disband. As a matter of fact, the attendance every Thursday at noon has been just as large and enthusiastic as during the cooler seasons of the year. We

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often have as many as 90 or 100 members out, and never less than 75.

There are a number of good reasons for so large an attendance week in and week out. Other clubs may want to know what these reasons are. Among them are these: a definite place of meeting at a definite hour, on Thursday of every week; the best lunch in the city at a fixed price of fifty cents; a weekly reminder of the meetings which comes to every member's desk every Wednesday morning in the shape of a well-gotten-up-weekly paper, called *The Dallas Rotarian*. In addition to the announcement of the meeting, speakers of the day, etc., it is full of short paragraphs, personal items told in an interesting way, and other matters of interest to Rotarians. Then there are prizes given by different members at each of the meetings and the program is never stereotyped. It is always something new devised by an active and enterprising program committee. But above all these, it's the splendid spirit of fellowship and cheerful association that not only brings out a large attendance, but makes the members eager for Thursday noon to roll around each week.

At the meeting on September 4th, Mr. L. B. Milam, Mr. Arthur A. Everts and others told of the delightful trip to Buffalo, of the proceedings at the convention there, and gave numerous anecdotes about Rotarians from everywhere, whom they met on the trip. The announcement that Houston would no doubt be selected as next year's meeting place was received with a great deal of enthusiasm, as all Texas pulls for every Texas city.

LAURENCE MILLER, *Assoc. Ed.*

DAYTON (Ohio).

The month of August was a very quiet one with our club, a large number of our members being out of the city on their annual vacations and quite a large number being in attendance at the Buffalo convention.

One meeting has been held since the Convention at which our members received the reports of the delegates and visitors. President Pierce reported his impressions of the convention as a whole. Secretary Blanchard reported on the entertainment features provided both by the Buffalo club and by the Detroit club to our members on the way to Buffalo. Delegate Shaw gave a report on impressions received from the delegates from different parts of the country and Delegate Oswald gave us extracts from many of the addresses made at the convention. All of the reports were most enthusiastic and those who were not privileged to attend the convention have a much better idea of the true meaning of Rotary than ever before.

At this same meeting nominations were made for the annual election of officers to be held at our next meeting. For president were nominated Scott Pierce and J. A. Oswald; for vice-president, George G. Shaw and J. A. Downer; for secretary, G. S. Blanchard and W. E. Harbottle; for treasurer, C. W. Slagle and J. Kramer. The primary method of nomination was used, each member present voting for one man for each office and the two receiving the highest number of votes stand for election. The nomination for trustees will be held at the same meeting as the election.

The members of our club are taking an active part in the organization of the Greater Dayton Association, the new commercial club which was recently launched in our city and which will absorb

the Chamber of Commerce and other organizations.

W. E. HARBOTTLE, *Assoc. Ed.*

DENVER (Colo.).

Denver never saw a larger bunch of live wires and a greater gathering of true Rotarian spirit than was shown on Thursday, Aug. 14, 1913, when all visiting Rotarians who were here attending the Knight Templar Conclave were invited to be the guests of the Denver Rotary Club at the regular weekly luncheon.

One of the greatest examples of Rotary spirit was shown by our own secretary when on the week before he volunteered to turn over his place of business for this luncheon, as the hotels were all so over-run that it would be absolutely impossible for them to serve us on that day. Secretary Jim Hine of the Hine Desk and Fixture Company, "Under the First National," certainly proved the most generous of hosts and handled the large crowd of visiting Rotarians with the greatest of ease.

We were honored by many short talks from our visitors, among them being Sir Knight Frank J. Zumstein, Eminent Commander of the Cincinnati Commandery No. 3 and also ex-president of the Cincinnati Rotary Club; Sir Knight Fred J. Robinson, Captain General of the Detroit No. 1, Battalion; Mr. Schwenan, leader of the famous Detroit Band; Sir Knight Grant, secretary of the St. Louis Rotary Club; Sir Knight Gregory, Past Eminent Commander of the Detroit Commandery No. 1; Sir Knights Hartman of the Toledo, Ohio, Rotary Club; John H. Dickerson, president of the Detroit Rotary Club; John H. Miller, Grand Recorder of the Knight Templars of the State of Maryland and president of the Baltimore Rotary Club and several others.

The thirty members of the Detroit Band were also our guests and enlivened the meeting by several selections. The luncheon proved a big success, and our visitors went away with a memory that will linger for some time to come.

On August 11th word was received that the members of the Los Angeles Rotary Club, on their way to the Convention in Buffalo, were to stop in Denver on Tuesday August 12th for a few hours. Immediate preparations were started and with the limited amount of time and coming as they did on the biggest day of the Knight Templar Conclave, it was almost impossible to entertain them as they should have been. However, our committee of Messrs. Cleveland, Hine and Van Schock met them at their private car with a large Seeing-Denver automobile, took them around so they were able to see the greater part of the big parade, and delivered them back to their train in plenty of time.

GEORGE E. TURNER, *Assoc. Ed.*

DES MOINES (Iowa).

The Des Moines Rotary Club have lately been using a stunt that will probably interest other clubs. A historian is appointed at each meeting of the club. It is his duty to watch the daily newspapers and to secure information from every available source relative to unusual doings of Rotarians, between the time of the meeting at which he is appointed and the next meeting. He makes notes of these things and is allowed time to give a report of these doings.

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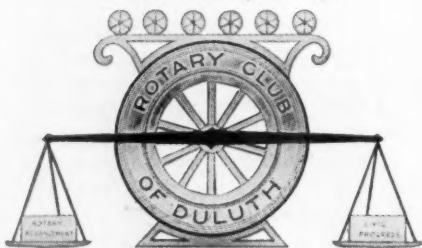
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O. R. McDONALD, *Assoc. Ed.*

DULUTH (Minn.).



Duluth Rotarians send their sympathies to Buffalo. If ever there was a city entitled to commiseration that is the one. It is impossible to imagine at this distance the desolation that must have settled down upon the burg with the departure of the Rotarian contingents that enjoyed the hospitality of the Buffalonians. But at that Buffalo probably will survive, even as Duluth survived a few brief months ago when it underwent a similar experience. And in the mean time Buffalo is to be congratulated, not only on having had the Rotarians there, but on the time she gave them during their visit.

Duluth had a typical and worthy representation at Buffalo. It consisted of Mr. and Mrs. E. J. Filiatrault, Mr. and Mrs. Frank Randall, Mr. and Mrs. A. H. Davis, Mr. and Mrs. George A. Sherwood, Miss Julia B. Martin and Messrs. George Fairley and George H. Bate. The Duluth club appreciates the honor done it in the selection of Brother Randall as an International Director out of thirteen candidates, and feels justified in regarding the number 13 as unlucky only as it related to the other twelve.

Duluth Rotarians also rejoiced in the reports from the convention of the favorable attention attracted by the five Duluthians who appeared at the gathering in regalia of white shirts, hats and shoes, not only because it pays to advertise, but because it was a living refutation of the canard that Duluthians never have weather that enables a man to learn how to wear such light garments.

Duluth Rotarians also are proud of the Adonis-like showing made at Buffalo by Brother Alex Davis, whose winning ways and perfect figure are reported to have made a wonderful hit with the feminine portion of the delegations to the convention. In fact, the convention pleased the Duluth club immensely, and Duluth Rotarians hope to have an even bigger delegation at Houston, Texas, which city is Duluth's choice for the 1914 convention.

On their way home the Duluth delegation stopped over in Detroit, Mich., and inspected the concrete roads there, and got some pointers for their campaign to secure similar highways for this city.

One note of regret that must be sounded in this letter is over the resignation from the local club's entertainment committee of Brother A. C. Kienly, whose ever-ready smile, welcoming glad hand and thoroughly winning ways have made him a val-

uable worker in that line. But we still have the services of our indefatigable secretary, George H. Bate, whose energy in getting the men out to meetings and keeping the members in touch with club affairs could not be bettered. In fact, it is impossible to give Brother Bate too much credit for his work in this line.

Brother Thomas Furniss has been entertaining us some more, this time at his new motion picture house, the Rex. Some of us who had congratulated him perfunctorily on its construction before, were impelled to do it all over again in dead earnest after we had been inside of it. It certainly is a gem of a place.

But amusement isn't the only thing we have on our hands. The concrete road campaign we have always with us for the time being, and recently things came to a head for the annual Duluth Industrial Exposition held at the Curling Club September 22-27. But of that more later on. Also we have started a movement for the unification of effort on the part of all the civic bodies to bring about an extension of the street railway service out to the twenty million dollar steel plant. Our committee investigated the question and made an extended and forcible report on it, and now that the Rotarians are after the extension, the rest of the country may feel assured that it is as good as surveyed. That's the kind of spirit there is to Rotarianism.

W. F. HENRY, *Assoc. Ed.*

FORT WORTH (Texas).

Upon receipt of official notification of its affiliation with the International Association of Rotary Clubs, the Fort Worth Rotary Club held its first annual meeting and elected the following officers for the first year:

President, Jake Zurn; vice president, R. H. Noster; secretary, Adams B. Vera; treasurer, Coke W. Harkrider.

Although most of the members of the newly organized club were acquainted with one another, perhaps socially more than commercially, at the first few meetings each member on roll card stated explicitly his name, with whom he was associated and the line of business in which he was engaged. This gave all of us an opportunity of immediately becoming better acquainted.

Desiring to be represented at the first convention of the International Association after we had been admitted as an affiliated club we elected the following as delegates to the convention at Buffalo: J. E. Mitchell, of the Mitchell-Greer Co. (jewelers); Bismarek Heyer, of the Leyhe Piano Co. (pianos); and Adams B. Vera, of Vera-Reynolds Co. (fire insurance).

The next step to insure us becoming well acquainted with our fellow Rotarians was the unanimous decision to have at least one speaker at each weekly luncheon explain in detail his business, describing it thoroughly. This has proved indeed interesting. All business men, though not engaged in identical businesses, can gather ideas that may be beneficially applied to their own business by hearing the methods, etc., of another business man. This idea will be continued till every member has had an opportunity of "blowing his own horn."

We have been planning for our future work. It is our desire to concentrate our efforts on some civic improvement that will help our city. Something along this line will be perhaps our first con-

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structive work outside of the inner workings of our own organization.

On August 13th, the Fort Worth club had the great pleasure and distinguished honor of entertaining the delegations from Houston, Beaumont, Austin, San Antonio, and Cleburne who were enroute to Buffalo, at a breakfast at the Terminal Hotel. Over one hundred Rotarians and their ladies were seated at the table, and amidst good eats, cool breezes, and interesting oratory an enjoyable hour was spent.

H. C. BURKE, JR., *Assoc. Ed.*

GALVESTON (Texas).

The Galveston Rotary Club is experiencing healthy growth and sustained enthusiasm among those who first became members of the organization. Interest in the weekly meetings keeps up despite the fact that it is now in the midst of the rush season of cotton handling.

During the months from September to May the club will hold one of its meetings each month in the evening and at one of the famous oyster resorts. The first of these was held Thursday, September 11th and was a distinct success. It was a combination of a feast and frolic which was enjoyed to the utmost.

The club bulletin for the same week was called the "kick" number in which every member was allowed to express any grouch that he might have entertained for any reason whatsoever. Everybody felt so much better afterwards that the following number of the bulletin was devoted to "boosting" for the club and the town.

A. L. PERKINS, *Assoc. Ed.*

HOUSTON (Texas).



For the second time this summer a night meeting of our club was held at a roof garden. A "ladies souvenir night" shared honors with the "farewell to the Buffalo delegation" on August 8th. An "All Rotary" dinner, everything being donated by members of the club, was the feature. In addition a special souvenir bag filled with various articles of merit from Rotarian business firms was placed at each lady's plate. Following the special musical program and a suffragette address by Judd Mortimer Lewis, Houston's "poet lariat" an auction was held for the benefit of the Buffalo delegation fund.

The Houston club's representation totaled thirty at the Buffalo convention, all but two of whom were members of the special train carrying the state association on a "trek de luxe." We were royally entertained at Ft. Worth, Dallas, St. Louis, Chicago, and Detroit. Particularly elaborate was the evening's entertainment by the St. Louis Rotary Club, concluding with a champagne dinner and embellished with the successful maiden effort, as a toast-master, of Pres. Tompsett of the St. Louis club.

All the boys, except Secretary May and bride,

are back and can talk nothing but the wonderful Buffalo convention. Many new stunts are being introduced and the club is in better shape than ever. Rotarian Boniface Swearingen of the Hotel Bender is to entertain the club as his guests at the night meeting of September 18th. Tax Commissioner Pastoriza, of the city administration, will deliver an address on the proposed charter amendments and each member of the Buffalo delegation will be allotted five minutes for the relating of some phase of the convention hitherto untold.

Wm. G. Stearns of Tacoma, Wash., a director of the International Association of Rotary Clubs, has been spending a few days in our midst. As this is Mr. Stearns' first trip to Texas and Houston he has been pleasantly surprised at the modern progressiveness which characterizes the city. Mr. Stearns is the head of a large bungalow building and realty investment company of Tacoma and has spent some time interviewing local firms in the same lines which firms, Mr. Stearns concedes, lead the country for progressive ideas.

HARRY VAN DEMARK, *Assoc. Ed.*

INDIANAPOLIS (Ind.).



In spite of hot weather and numerous vacations, the weekly attendance of the Indianapolis Rotary Club has been very creditable. We have been favored by three talks of considerable merit and rich in information from our hospital supply member, J. F. Gregoire; our dentist, Dr. C. W. Raymond and our printer, Charles A. Bookwalter. On the noon Mr. Gregoire explained the mysteries of his business, on a table in the middle of the room he had laid out all the nice, bright knives, saws, pincers, scissors and numerous other articles, the very sight of which sent cold chills coursing up and down our backs. One by one he took these up and explained the use to which they are put and dwelt at length on the mistakes in our daily eating, drinking, dressing and general living which make necessary most of the surgical operations of to-day.

Another chapter of horrors was read us when "Doc" Raymond gave us a heart-to-heart talk on the care of the teeth and it was of a nature to strike home with the most of us. It is a safe statement to make that every man who heard that talk will take better care of his teeth from that noon.

It was Charles Bookwalter, champion booster for the Lincoln Highway, who recounted the experiences and sensations of the Indianapolis-to-the-Coast tour of the Indiana automobile manufacturers. He took us across the plains and the desert, over the mountains and down the slopes into the wonderful state of California. He dwelt long on the boundless hospitality of our western cities, a hospitality which, while in no way belittling that old-fashioned Southern hospitality, must rank at least equal to it in whole-heartedness and earnest desire to serve. He was also

If our money will help keep "The Rotarian" coming promptly we are satisfied

For we can hardly expect any pecuniary gain from this advertisement and are inserting it because we like "THE ROTARIAN," believe in it, and want it to come our way every month on time.

Jacksonville Rotarians invite you to come to Florida. We know you will have a good time if you come and we know we would enjoy showing you a good time.

Remember Jacksonville when you plan a Southern trip.

The Rotary Club of Jacksonville

impressed with the prominent part played by the Western Rotary clubs on the programs of entertainment and was proud, as a Rotarian, to be able to accept their hospitality in the full spirit of Rotarianism.

Our monthly night meeting was held at Page's, east of the city, where the chief attraction of the evening was fried chicken with side dishes of good fellowship.

MARK DENNIS, *Assoc. Ed.*

JACKSONVILLE (Fla.).

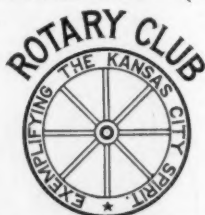
Aside from the interest in the Buffalo Convention, Jacksonville Rotarians enjoyed rather a quiet month. There were no club meetings, most of the members being away on their vacations, those who were left contenting themselves with occasional visits to the beach, nearby.

The Rotary spirit however is alive in Jacksonville and I doubt if any month in the year can record as many real friendly Rotary deeds done as the past month.

Our club is justly proud of a good delegation sent to the convention. We are just beginning to welcome the Buffalo invaders back. They are coming in and taking their places again in the city's affairs, stronger and better for their trip.

We look forward to a real feast at our next meeting when we have them all together. I suggest as a starter at our next luncheon, Buffalo Tail (Tale) Soup. It will be an inspiration for body and mind. F. O. MILLER, *Assoc. Ed.*

KANSAS CITY (Mo.).



OF KANSAS CITY

I have written of the meetings of the Kansas City club for every week of August—and torn them up.

Why?

Today our own Russell Greiner returned home to his mother club and his two hundred Kansas City Rotary children.

Today was our re-union meeting—we're happy—happy over the honor each Rotarian has bestowed upon our own Russell.

To you, for a year, he may be "International President," but to us he's just "our own Russell," for we love him with man to man love—we love him for what he has done for us—we love him for the part he has played in Kansas City business life.

Today in Russell Greiner's little home-coming speech, when he presented us with a gavel of orange wood as a remembrance from the Los Angeles delegates to the convention, he told how his elevation to the highest office in Rotary was the result of the Kansas City club's good offices and inspiration.

But here, before all Rotarians, I want to say for all Kansas City members, that whatever suc-

cess we have attained in the proper Rotary thought and spirit, we can attribute to the encouragement, the uplift, the education in selflessness and service given to us by our own and now your Russell F. Greiner.

Could the Kansas City Rotary Club add to the honor you have heaped upon Russell Greiner, we would do it, but the millennium has been reached—you have done everything, leaving only to each and every one of the two hundred of us, the honor of having him just one of us—a man whom all men love.

We feel the honor of Russell Greiner's election and we want to express our appreciation—200-voice strong.

WILLIS M. HAWKINS, *Assoc. Ed.*

LOS ANGELES (Cal.).



O YOU CUP!

We have just recently been notified that our delegation which we bundled off to Buffalo in fine shape has arranged to come home with the "baccan." A great deal of interest was aroused at the time of the discussion of convention matters in deciding upon the delegates and what they would do at Buffalo. The Los Angeles club was not in the field for any office, or for the convention at any particular time, but being the largest club in the International Association, it did desire, even tho' the distance was great, to make a full showing and impress upon the Convention that we are a live, up-to-date, growing club. It was decided to send our full delegation—six delegates and one general committeeman. In addition to this we had several members of the club who were going East at the time and who desired to attend the convention as visitors. The boys all arranged to wear a uniform style of white serge suits, and we packed them off with big poinsettia painted umbrellas, poinsettia badges and the Los Angeles orange badge, typical of this section.

They left this city on Sunday, August 10th, at 1 p. m., arranging to make a short stop in Denver, a longer stop in Kansas City and then take the regular itinerary with stops along the way at Chicago and Detroit. A great number of the members of the club with their wives and families were at the train to see the delegation off. They were greeted with a great deal of enthusiasm and showered with various necessary and unnecessary articles of equipment for their journey.

Bound not to miss a meeting, at least not in spirit, our delegation arranged with the Western Union to run a special wire into the lunch room, and to receive direct a message from our delegation at Chicago at the time of our luncheon. Thus they were "materialized" and the "spirit" of Rotary was shown to the club at its regular weekly meeting.

On arrival in Buffalo our delegation evidently was too busy to either write or wire, as we heard

Hunks of Gold

When we go back over the history of the indigenous races of this country of ours, we learn of the vast wealth of the Osage Indians who tilled the soil and turned a portion of their grain over to their Sachem each harvest as a sort of community treasury.

The Osage Indians are still the wealthiest per capita people on earth. Kansas City is the gate city to the Osage country as well as millions of other acres as rich in agricultural products, minerals and oils.

Missouri is the Mysterious Stranger in the ranks of states—sometimes Republican, sometimes Democratic, but always progressive, with a mineral output equal to California and Colorado combined.

Kansas is the state you read about—count that day lost when Kansas is not mentioned in your home paper. It's either hotter or colder in Kansas than anywhere else, or it's Kansas politics that's caused an upheaval—or perhaps it's Kansas that has turned loose the biggest wheat crop, or bought the greatest number of automobiles—or the long haired, or blond haired, or non-haired

Kansas country editors of the William Allen White, Ewing Herbert or Ed Howe type have extracted hunks of gold from "Ye Puritan Publishers."

We're all good plain country people out here in Kansas City, the gate-way to the great southwest—we're so full of the Kansas City spirit of wanting you to come and share our prosperity, we'll even tell you we slept under blankets last night when at 8 a. m. the downtown thermometer registered 104°.

We want you to know Kansas City—to get a whiff of our stock yards where 38,000 cattle, to say nothing of hogs, sheep, horses and mules, came in last Monday—38,000 in one day, mind you.

What if the papers do say it's dry out here—Kansas, has \$1200 per capita and that's going just a few better than any other state in our glorious U. S. A.

Don't you want to come to Kansas City where the perennial flag of Prosperity waves—where good fellows get together and have built a good city to live in.

For any information about Kansas City, write

Kansas City Rotary Club.

The Kansas City Rotary Club

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nothing from it until we received a telegram stating that our president, Roger Andrews, had been elected International Director, and that our delegates had won the long-distance trophy offered by the Houston club. We are even now waiting anxiously the receipt of the cup.

Our delegates are straggling back at irregular intervals, and possibly not all members of the delegation will return until after October first.

Our club has taken no vacation but has kept up the meetings regularly with fair attendance, although nothing special has been arranged for the summer months.

H. C. WARDEN, *Assoc. Ed.*

LOUISVILLE (Ky.).



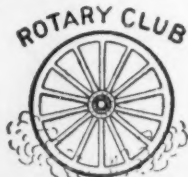
Those who attended the Rotary convention at Buffalo have been keeping members of the Louisville club who were unable to attend interested by detailing their experiences at the International meeting, which certainly was responsible for a lot of fresh enthusiasm being generated. President Bush, Secretary Hamilton and other executives of the club likewise secured a big store of new ideas which will go far to making the club an effective force during the active season just opening.

The last open-air outing of the summer was held at Senning's Park, situated near Iroquois Park, about eight miles south of the city. The date was September 9th, and there was a large attendance. A baseball game, in which some of the Rotarians proved that Messrs. McGraw and McGillicuddy had been overlooking a bet; a chicken dinner, in which prowess of another kind was equally in evidence, and talks from those who attended the International Convention were features of the outing.

A good many applications for membership have been received recently, and though the constitutional provision regarding maintenance of membership is being rigidly adhered to, and the total number is being kept down to those who are really interested in the club and value their membership, there is reason to believe the total will be 150 in the near future.

G. D. CRAIN, JR., *Assoc. Ed.*

NEW ORLEANS (La.).



Secretary William J. Bovard reports a large increase in health and accident insurance. This is due entirely to his perseverance. It takes a hard hearted man to overcome his arguments and sage advice.

The headquarters were favored by visits from

Rotarians Will Stevens, secretary of the Los Angeles club, and J. Y. Martyn, of Birmingham, Ala.

Director J. A. Gorman, our orthodontist, and Dr. Henry Tete have just returned from attending different medical meetings and a sojourn in the mountains.

Rotarian Paul Freund is summering on the Pacific coast, while Peter Schaff is studying the wonders of the Panama canal.

T. Barton Baird, manager of the local Cumberland T. and T. Company, reports a profitable and enjoyable trip in the interests of his company; at the same time he was enabled to visit other Rotarians.

Your scribe has been elected president of the recently created Louisiana Nurses Board of Examiners.

After a short vacation the business and dinner meetings have been resumed.

JNO. T. CREBBIN, M. D., *Assoc. Ed.*

NEW YORK (N. Y.).



The delegation from Buffalo came back full of enthusiasm and reported that the convention was a success in every way. Tuesday August 26th being the date for the regular weekly supper, the following members of Rotary from different parts of the world on their way home from the convention dropped in for an informal meeting and to get better acquainted:

Lewin Plunkett, Dallas, Texas; H. G. Stevenson, New York, N. Y.; Robert H. Cornell, Houston, Texas; T. B. Bridges, Oakland, Cal.; C. A. McDonald, Winnipeg, Can.; J. F. C. Menlove, Winnipeg, Can.; E. E. MacGill, St. Paul, Minn.; John Sheridan, Dublin, Ireland; E. H. Zugsehwert, Chicago, Ill.; Leon S. Goodman, San Antonio, Texas; E. L. Murphy, Chicago, Ill.; C. H. Jenkins, San Antonio, Texas; J. J. Jenkins, Los Angeles, Cal.; H. R. Basford, San Francisco, Cal.; Will Stephens, Los Angeles, Cal.; R. F. Chapin, Chicago, Ill.; W. E. Fee, New York, N. Y.; O. J. Fee, Lincoln, Nebr.

It was without doubt the most diversified meeting ever held by any Rotary club. Eloquent speeches were made and the great principles of Rotary unrolled.

Texas enthusiasm held its own against all comers, but the most popular guest of the evening was voted to be Mr. John Sheridan of Dublin, Ireland, who told a funny story and sang an Irish comic song entitled "Phil the Fluter's Ball."

Tuesday evening September 2nd was the first regular meeting of the season, which was held at the Hotel Imperial. We had as guests Mr. Alexander Wilkie of Edinburgh, Scotland, Mr. Peter Thomason of Manchester, England and Mr. Williams Stearns of Tacoma, Wash.

These gentlemen all made eloquent speeches, told us how much they had learned about Rotary as well as our great country at the convention, and gave us many valuable ideas as to how we can improve on our club and inspire enthusiasm.

By a unanimous vote of the club the following

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gentlemen were elected Honorary Members: Mr. Chas. H. Dewey, London, England; Mr. Robert H. Cornell, Houston, Texas; Mr. J. F. C. Menlove, Winnipeg, Can.; Mr. John Sheridan, Dublin, Ireland; Mr. Alexander Wilkie, Edinburgh, Scotland; Mr. Peter Thomason, Manchester, England and Mr. William Stearns, Tacoma, Wash.

Mr. Charles Dieges, our jeweler, then arose and said that in behalf of the New York club he would make gold badges for the honorary members and forward them to their several addresses.

A vote was taken in favor of a state organization and Mr. William Gettinger was elected to represent New York City in the state organization.

The subject, of dividing Greater New York into five separate cities according to Borroughs was also discussed and will be taken up in detail later in the season.

Someone during the meeting passed around the following:

"That's How I Need You!"

It's the golden rule in business;
It is cheerfulness and sunshine;
It's a hand held out to you;
It's the boosting of your city;
It is service guaranteed;
It's the busiest thing in all the world;
That is *Rotary*.

J. LEFFINGWELL HATCH, M. D., *Assoc. Ed.*

OAKLAND (Calif.).



The building of men and the making of friends, and not so much the building of men's fortunes and the making of money, is coming to be the ideal of our club.

A couple of weeks ago James H. Cobbedick, interior decorator (not a dispenser of Billy's grape juice, nor of Teddy's highballs), drew the Boost Week. Acting Chairman Lawrence Moore, the "Cadaver Incinerator," asked the members to start the week off with a few orders. In response, Mr. Cobbedick received one thousand dollars worth of business. Of course, Mr. Cobbedick was glad to get the orders, but his higher appreciation was for the friendships he had made through Rotary, and his own development. And, that is the keynote of the whole business.

Rotary creates friendship—friendship procures co-operation; develops character; kills jealousies; the realization that others are "for" him gives a man "confidence," stimulates his desire to be of service to his fellow-men; and, the result spells Prosperity.

Our members having thus absorbed all the worthy traits of character that have survived the vicissitudes of this age of commerce have, in addition, become inoculated with the missionary virus, and have joined San Francisco in sending delegations to Sacramento and Stockton, carrying the "bright light of Rotary" to these fast-growing cities, and shortly three more pearls will glisten in Rotary's crown.

News comes too, that our illustrious (still Scottish) and former chief, Robert Robertson, has been chosen International Rotary vice president.

Despite the fact that our president, Tom

Bridges; vice president, Dave Aronson; former associate editor, Ed. Ormsby; and only living ex-president, Robbie Robertson have been attending the International Convention and getting founded on the Empire state grape juice, still under the guidance of Generalissimo Joe Borroughs, our secretary, our meetings have been well attended and greatly enjoyed, and we are glad to send forth the tidings, that the Oakland Rotary Club is "going strong."

H. C. MONTGOMERY, *Assoc. Ed.*

PITTSBURGH (Pa.).



Most all Rotarians are back in the harness again after an enjoyable vacation period and we have had one regular meeting so far, after having held informal meetings all summer. Our temporary slogan adopted at our last meeting was "Two hundred and fifty members by January 1st" and we think we can do it.

It may be opportune to say something of the Buffalo Convention, as no doubt every other associate editor who was there could hardly refrain from mentioning that memorable event.

The Pittsburgh Rotarians who attended that Convention have conceded it the one big event of their lives and we certainly brought back with us a broader and more sincere conception of the Rotary principles than we had before. The good fellowship and brotherly love displayed at all times cannot be found in any other organization and we are extremely sorry that the whole Pittsburgh club could not have been there as the effect would certainly have made better men of them but we, that were there, have brought back with us a message for those who could not attend and we all are going to be better Rotarians from now on.

We are proud to state that the newly-elected sergeant-at-arms, "Jim" Conlon, is one of our flock and gives us one official, at least, in the International line-up.

We believe that Pittsburgh was considerably in evidence at the Convention, so was the Texas delegation and others.

In conclusion, allow us most heartily to extend our thanks to the Buffalo Rotarians for their grand hospitality and the superb manner in which they entertained us. That Convention and the incidents thereto have been indelibly stamped on the memories of all who attended and Father Time will never succeed in effacing them.

W. L. DE COURSEY, *Assoc. Ed.*

BOB CORNELL AND

The Rotary Club of Houston are still receiving letters of appreciation from every point of the compass for their kindness and thoughtfulness in furnishing daily to all the visiting ladies at the convention bouquets of beautiful flowers. Every morning these bouquets appeared at the hotel rooms and the Ohs and the Ahs that greeted them were eloquent tributes to the gallantry of the Texans.

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ROCHESTER (N. Y.).



The Rochester Rotarians went to Buffalo about 80 strong and if every member wasn't an enthusiastic Rotarian when he left his city, he surely came back a strong one. We were in on the good things Thursday and Friday and thoroughly enjoyed every minute there. The speeches on Thursday morning; the trip to East Aurora, and the banquet on Thursday evening with a flow of eloquence and singing that was heard, made a day and night one to be remembered for a long time to come. And the doings on Friday were thoroughly enjoyed by us all. I must not forget to mention the remarks of our Rotarian brothers from "over the ocean." They surely did themselves proud, and we should be glad such good fellows are members of our glorious organization.

On Tuesday, August 26th, we had the pleasure of having with us Mr. Jesse Tompsett, president of the St. Louis club, Mr. Geo. W. Wray, secretary of the Indianapolis club, and Mr. James H. Conlon of the Pittsburgh club, and our International sergeant at arms.

These gentlemen all gave delightful talks, and the chief theme brought out was that the social side of the organization should be cultivated more. They are certainly Rotarian boosters. May they come again soon. I should also mention the poem rendered by our talented member, Mr. Angelo Newman, the chairman of our entertainment committee, who at the close of the remarks by Mr. Tompsett, rendered with a wonderful outflow of eloquence the poem entitled "The Tompsetts, the Rays, The Conlons."

After our weekly noon lunch held September 2nd, a great many of the members journeyed to Newport on Irondequoit bay, one of our famous water resorts, and all manner of sports were pulled off, which were thoroughly enjoyed by the members present.

T. A. SHARP, *Assoc. Ed.*

SAN ANTONIO (Tex.).



At this writing, September first, our brave boys who marched forth so boldly two weeks ago for the seat of war in Buffalo, are drifting home by ones and twos, bearing in their drawn and haggard faces the marks of deep experience and the traces of many sleepless nights.

Somehow they are changed. They went away a happy, care-free band of simple, guileless, bright-faced Texas lads; but the garish lights, the cabaret shows, the bustling crowds and unwonted excitement of the great cities they have visited, have left an indefinable worldly touch on each face and just a little metropolitan swagger to the bearing. It is even reported that one of them remarked to another as the pair stepped into a taxicab in Buffalo one evening "Don't you wish the Rubes back home could see us now!"

And they have brought back strange tales. No man exactly comes out and brags about himself, but the bragging is done in a much more clever manner by means of one man boasting the next one and so on around the Rotarian circle.

Harry Miller says Hayes made a surprisingly good speech on the convention's opening day. Hayes says Jenkins simply astonished the secretaries' round table by telling how he runs the office in San Antonio. Jenks says Ray Mackey was a wonder in the real estate division. Ray says Harry Miller was the most finished wire-puller in Buffalo. Miller says Leon Goodman was the best ladies' man there. Leon says Judge Archer beat him in that department by a mile, and so it goes on in the ranks of this mutual admiration society.

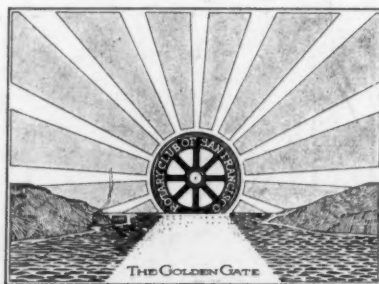
They all agree however that the convention was wonderful, that it was a liberal education to meet and mingle with the bright men of America and Great Britain, and each man came home brightened up for his own business and with a broader horizon bounding his life.

While our officers and delegates were in Buffalo, the San Antonio club did not by any means cease its activities. It is in fact a striking commentary on the personnel of this club that while all our officers were absent we held two of the most largely attended and interesting meetings of the year and at one of which the club pledged itself to raise \$5,000 for municipal band concerts during the coming winter.

At yesterday's luncheon the club presented our president, Herbert Hayes, a silver loving cup in appreciation of his work during the past year. We are all hopeful of having the convention in Texas next year. Every man in the San Antonio club pledges his best efforts to repay the striking courtesies extended to our delegates at Buffalo.

J. R. SPRAGUE, *Assoc. Ed.*

SAN FRANCISCO (Cal.).



California has two new Rotary clubs. 'Our sister city, Oakland, recently sent a delegation of her live wires to Stockton. Result—the Stockton

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But how about a handsome Rotary watch-fob or ring or other piece of jewelry embracing the Rotary wheel idea. We have some attractive designs displaying the International emblem. Give us an invitation to tell you about them.

Yes, we are Rotarians. Our Mr. Berlet has been President of the Rotary Club of Philadelphia. The Association gets a royalty on all Rotarian buttons or jewelry sold by us.

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Rotary Club. Then San Francisco sent a delegation to Sacramento. Now there's a club at that place with a membership of fifty and still growing.

Recently we tried to guess the names of members while looking at their pictures. The results were often amusing as it was found that some men were known to other members by a number of different names and classifications.

The president of the Los Angeles club lunched with us recently.

Just now we're preparing for our annual outing at the Cresta Blanca Vineyards. A two-day visit will be enjoyed.

The Panama-Pacific-International-Exposition WILL BE in readiness for the opening in February, 1915. The large exhibit palaces are rapidly being erected.

Contracts are let for the principal buildings in the main group and the construction of many of these is well under way.

The largest wooden building in the world is one of these. It is the Palace of Machinery and covers eight acres of ground. This building is entirely framed.

Immense numbers of trees, flowers and shrubs are being cultivated on adjoining ground preparatory to transplanting to their permanent resting places.

The freight slips are in operation and cars loaded with material are being conveyed from car floats direct to the Exposition's own railroad tracks. These tracks traverse the state and foreign nation sections of the grounds from end to end.

All transportation of material within the grounds is daily becoming more rapid.

The yacht and boat harbor is completed and being used by steamers and coastwise craft bringing lumber and other material.

An immense amount of work has been done which is not apparent to the eye. The installation of drainage and water systems for these 625 acres is no small task. The high pressure system for fire protection and the low pressure for service are practically finished. Underground electric conduits with wiring have been laid throughout, making electric service possible at most any point.

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W. BASHFORD SMITH, *Assoc. Ed.*

SEATTLE (Wash.).



The Seattle Rotary Club is four years old, has 307 members and is enjoying an especially active season.

The beginnings of Rotary in Seattle were guided for the first year and a half by that well known and always honored Rotarian, R. R. Denny. Then for a year we delved deep into the philosophy of Rotary under the wise leadership of our respected James E. Pinkham. With the foundation so admirably laid our third year was carried through with great success by that keen executive and honored Rotarian, E. G. Shorrock. Then came Skeel, the Great Skeel, whose service to Rotary is so well known everywhere as to need no comment here.

We believe that Rotary has had a good try-out in Seattle and has demonstrated its value both to its own members and to the community. Our aim has constantly been to attract to our membership men of the highest ideals in business and social life. Experience has taught us that the advantage which each member enjoys of having the opportunity to make the close business acquaintance of 300 men in other lines of business without the competition in this acquaintance-making from others in his same line is incentive enough to bring one regularly to our meetings. If one asks more from Rotary than this, he asks what Rotary can not give.

It has been a source of gratification to us that we have been able to suggest some features that have helped to make Rotary meetings in other cities more entertaining and profitable and we are happy at this time to acknowledge our debt to many other clubs for the splendid and original ideas that we have copied from them.

Whenever Rotary clubs have been started in the right manner and proper care has been exercised that the club should not grow in numbers at the expense of quality, all Rotary clubs have had very much the same experience. That club also has been fortunate that has kept apace with the growth of the Rotary idea and has not lagged behind on the more narrow and questionable ground from which Rotary has today very fortunately and completely arisen.

The fact that our summer meetings have shown an average attendance of 135 leads us to call attention of our superb summer climate. Following are the mean high temperatures for the cities named:

	JULY.	AUGUST.
St. Louis	88	92
Boston	84	77
New York	83	78
Chicago	81	80
Buffalo	75	75
Seattle	70	74

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DAY LETTER

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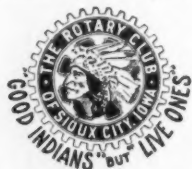
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JAY F HAIGHT
PRESIDENT.

Seattle summer nights are always cool, showing a mean low temperature of 55 for July and 57 for August. W. R. GRAHAM, JR., *Assoc. Ed.*

SIoux CITY (Iowa).



The Associate Editor has just returned from his first real vacation in many years. Two weeks following the convention were spent in eastern cities, where the many sights and the profuse entertainment by Rotarians and others who vied with each other in hospitable demonstrations, have so impressed him that as far as the Sioux City club is concerned, "news are scarce."

I want to state, however, that when the delegation from this club, consisting of ten "braves" and three of "the fairest of Rotary" (respects to our Texas friends), took the train at the Sioux City station, they were given an ovation that has never been equalled in this section. Over half of the members of our club were at the station to "see 'em off," and the speech by President O'Harrow, and the many words of sincere well wishes greatly impressed each one of us. It was an exhibition of real personal interest and good fellowship that speaks volumes for the influence of Rotary as a developer of the best there is in men.

The many courtesies we received at Chicago, Detroit and at Buffalo, as well as the most lavish entertainment that was provided, will linger long in our memories. A good-sized delegation from Sioux City to future Rotary conventions is assured.

We went to Buffalo to attend our first Rotary convention. We went to learn, and had our minds made up with reference to some of the things we would like to see and hear. The convention far exceeded our fondest expectations; and particularly the splendid report of President Mead, and the speeches of Albert, Sheldon, Mulholland, Dewey, and the many other bright lights of Rotary.

Our V.-P., "Bob" Hunt, feels particularly elated over the election of our friend Russell Greiner to the presidency. We feel just a little proud of Greiner out here, and, as far as we know, the first "boom" given him for the presidency was printed in our "Weekly Punch" last April. Of course we don't believe in politics—not at all. In any event, the great middle west will give Greiner such support the coming year as to make his administration a record-breaker.

We're for H-YOU-STON! for the next convention. JOHN O. KNUTSON, *Assoc. Ed.*

SPRINGFIELD (Ill.).

The Rotary club of Springfield, Ill., now has a membership of eighty, with a waiting list of applicants. At a meeting of the club held in a room of the Y. M. C. A., on Thursday, September 4th, twenty new members were admitted.

J. H. Lord, the delegate to the Buffalo convention, made a partial report of the proceedings of that great meeting. His talk aroused tremen-

dous enthusiasm, but the time was too brief for a complete review of what was done at the convention. Mr. Lord will be given further time at the next meeting.

The Commercial Association of this city is raising \$6,000 with which to defray the expense of street pageants during the week of the Illinois state fair. The members of the Rotary club, to show their good will toward the movement, have appropriated \$100 as a contribution to the fund.

At the conclusion of the meeting, many of the members inspected the beautiful Y. M. C. A. building which was but recently completed at a cost of \$100,000.

At the Buffalo convention, delegates from the several Rotary clubs of Illinois conferred with reference to organizing a state association, and to that end representatives of each of the Rotary clubs of the state will meet in Springfield on some day during the state fair, to further discuss the project.

A committee was appointed at the last meeting of the Rotary club to arrange for the entertainment of the visitors. From fifty to one hundred delegates are expected, and the Springfield club will be prepared to greet them and entertain them in true Rotarian style.

VICTOR E. BENDER, *Assoc. Ed.*

SUPERIOR (Wis.).



With all due homage to summer the Rotary Club of Superior has allowed its members a few meetings off, yet we have lost none of our momentum. They are beginning to wonder around here where we get all our steam.

Our last demonstration of electro-rotor force was the big excursion to the new steel plant. Just a little systematic publicity to let the public know that it was the *Rotary event* and at one o'clock, August 30th, the steamer Columbia swung out from the Ilughitt Avenue dock with over nine hundred sight-seers on their way to the big steel plant. We have been told that two hundred unfortunates missed the boat. We are downright sorry but they will have to learn that we are never off schedule.

A brief glance at the panorama afforded by the busy harbor and beautiful river and we were at the plant. Entrance was secured through the great machine shop which like many of the other structures, is a city in itself. It is already complete and in full operation. The inspection then continued to the merchant mill, the rail mill, power house, blast furnaces, open hearth furnaces, all set in a network of railroads and surrounded by concrete foundations of the structures newly started. It was a great education for the intelligent boosters as well as for the few skeptics, who are now enthusiastic converts. A continuous journey through many structures over 1,500 feet in length, the massive appearance of the concrete foundations for the machinery, and 100-ton cranes, and an explanation of the rail mill that will pro-



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On the return trip our attention was attracted to a huge sign on one of the coal docks which read "GO TO IT, ROTARY." We hate to lay aside our modesty but we must admit that the sign indicates exactly what we are doing.

J. P. O'CONNOR, *Assoc. Ed.*

TOLEDO (Ohio).



By the time this issue of *THE ROTARIAN* reaches you our club membership will have reached the 125 mark. We have gone slowly and the result is gratifying. We have had to drop no one and have had only four resignations, caused by no reason of friction or dissatisfaction. Two moved away from Toledo.

The five delegates who attended the Buffalo convention came home filled with the inspiration which it radiated and the result can only mean increased power to Rotary in Toledo.

Toledo is already so famous that we had no difficulty at all in walking away from Buffalo with the whole British contingent. They all talked at our Friday luncheon on the 22nd, and tasted of the hospitality of Toledo Rotarians. If you want to know the name of the best city in the United States, write any of the five men who came to Buffalo from across the water.

On Tuesday, September 9th, Chicago's Perry is coming to Toledo to talk to us at our monthly dinner, and on the 11th our Frank L. Mulholland who electrified the delegates at Buffalo with his splen-

did address, will talk to the Chicago Rotarians. We are all proud of Frank and proud too of his election as director in the International Association.

We lunch every Friday at the Hotel Secor. When you are in town look up the Secretary at 303 Colton Building, and when you hit town on Friday drop in for lunch. You will be more than welcome.

H. H. STALKER, *Assoc. Ed.*

WICHITA (Kan.).



The Wichita Rotary Club is planning a very extensive and interesting program for the coming season.

There will be a number of subjects taken up, week by week, affecting the welfare of the town, and President G. M. Booth and Chairman H. W. Stanley of the program committee figure on making the club distinctively a town institution.

In the month of September, the date not yet set, the club will visit the various jobbing plants of Wichita. One of the last things the club did before the summer adjournment was to visit manufacturing establishments, greatly enlightening the club members and pleasing the heads of the 315 manufacturing houses of the city.

One Sunday in September, the club will visit the Central Church of Christ, whose pastor, the Rev. Dr. Walter S. Priest, is a member of the club.

At the big dinner the night of September 15th, reports will be heard of the Buffalo meeting from Vice President H. W. Stanley and M. E. Garrison.

R. H. FAXON, *Assoc. Ed.*

CLUBS OF THE DOMINION OF CANADA

VANCOUVER (B. C.).

The Rotary wheel at Vancouver keeps turning and reveals new values to the members. This month's luncheons have been better than ever—and that is going some. Two unusual days stand out prominently. On August 12th, the members met at The Compressed Gas Company's offices and from there journeyed by autos provided by the Rotomotorists, five miles out to the Royal Nurseries. Here the tables were spread in one of the greenhouses, with banks of flowering plants, a profusion of cut-flowers and at each plate, a button-hole bouquet. After the ride the luncheon had added flavor and there followed a good address by Mr. R. D. Rorison on "Floriculture and Its Relation to the City Beautiful" and a brief account of the remarkable expansion of the business. Mr. Rorison led the club through the beautiful grounds and explained some of the methods and aims of the company. Each member was then presented with a beautiful bouquet and the group "shot" twice by the Rotophotoman.

At the succeeding luncheon, Mr. J. R. Muir,

president of the Dominion Theatre, gave a talk on "The Early History, Growth and Development of the Cinematograph." His address was packed with information and was an intensely interesting discussion of the growth and commercializing of this form of entertainment. Mr. Muir put his remarks in booklet form, attractively gotten up, and presented to each member a copy, together with a complimentary pass for member and lady, to his theatre.

On Tuesday last several notable visitors from the old country and from the city were heard from and Mr. J. R. Moe, C. P. R. ticket agent, set forth some of the attractions his company were trying to give patrons of the passenger department. Mr. Rorison was presented by the club with framed copies of the photos taken at his nurseries.

We are adding to our membership more slowly now and are looking forward to a report of the convention from our delegates and expect helpful hints which will keep us moving ahead.

J. REGINALD DAVISON, *Assoc. Ed.*



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BELFAST (Ireland).

The amount of enthusiasm evinced at our annual general meeting augurs well for the continued success of the club.

Our new President, Mr. W. H. Alexander, whose photograph I enclose, is enthusiasm itself, and he has never been identified with any organization or movement which has not been successful.

Mr. Alexander stands six feet four inches in height, and is a Rotarian to the finger tips. He combines the graces of the brilliant scholar, champion sportsman and the successful man in business, and is blessed with a winning disposition and is a gifted speaker, while he enjoys popularity with the entire membership, and we all feel that, with the support of an able, tactful and popular Vice-President in Mr. Robert Patterson, the Rotary movement is sure to gain ground with us during the next year.

The best I can say for the committee is, that with one exception, they have all been returned, and a more excellent selection the club could not have made.

HUGH BOYD, *Sec'y.*

DUBLIN (Ireland).



I begin my letter by pleading guilty to gross neglect of duty. It matters little what led up to that neglect. But I am going to try and keep my contributions to THE ROTARIAN more regular in the future.

As I write Buffalo must be bubbling over with Rotarian enthusiasm. Many of us here sighed that we could not make the journey. However, we are glad to be represented at the convention by such a good Irishman as Mr. John Sheridan, the Irish manager of the Bovril company. Already we eagerly anticipate his return and his account of the doings during the week. Another of our members, Mr. Alfred H. Kapp (of Kapp & Peterson Ltd., manufacturers of the famous Peterson Pipes), who is at present on a business trip to Canada and the States, also hoped to so arrange as to be in Buffalo during Convention week. He also expected to be able to look up some of the clubs over there.

We got a taste of the real Rotarian spirit from Mr. Frank L. Mulholland, Rotary club, Toledo, Ohio. Coming as he did as the accredited representative of President Mead and the International Association officers he was doubly welcome. His oratory and pure-souled Rotarianism swept us off our feet. Some of us had heard American orators and after-dinner speakers and were prepared for the real thing, but, Mulholland—well, in case he reads these lines, I'll leave out what we think of him. All I will say however, is that if Mulholland is typical of American Rotarianism

we have a good deal to imbibe yet. The best attended lunch Dublin Rotary Club has ever had was that on the occasion of Mr. Mulholland's visit, and it was the least tribute we could pay this gentleman and his friend, Mr. De Vilbiss, after their long journey to honour us with a visit.

We had a very nice letter, and quite typical—from President Mead regretting his inability to visit us and assuring us we would find in Mr. Mulholland a gentleman who would worthily represent our American brethren. President Mead was right.

Since my last notes appeared our weekly boost prize scheme has been continued with, I think, good results on the whole. Among the members receiving the "Order of the Boost" were the following: J. R. Coade (Cantrell & Cochrane's world-famous Mineral Waters), W. D. Marper (Henry Johnston's umbrellas), F. Lambert Barrett (fancy goods), R. A. Foley (Underwood typewriters), R. N. Tweedy (William Coates & Sons, Ltd., electrical engineers), C. M. Coghlan (Company, society, etc. secretary), F. W. Parkes (Edison & Swan United Electrical Light Co., Ltd.), J. L. Stewart (Mercantile stationer), Malchi J. O'Reilly (P. O'Reilly Ltd., cardbiard boxmakers), Arthur Webb (boots and shoes), William Mitchell (Smith & Wellstood's stoves), Dr. Jas. A. Walsh (Graham's Medical Hall), Ireton Jones (Pennick's plants), J. Walker Beckett (builder), T. L. Phillips (Lane & Phillips, tailors), F. J. Spielman (ladies' tailor), Fred Elliott (Daly and Elliott, wallpapers), E. S. Robinson (coal), F. J. Mostin, (jeweler), A. H. Gibson (wrapping papers), John Sheridan (Bovril Ltd.), W. Findlater (grocer), F. J. Walker (Morgan's hats), George Perry (wood boxes).

Rotarian Ireton P. Jones (of insuppressible energy) has just sprung a "push-things-along-quicker" plan. If it goes through and is worked as it should be, Dublin Rotarians will be getting talked about.

The pleasant surprise of our monthly meeting on August 25 was a visit from Mr. Morrow, founder of Dullin, Belfast, Glasgow, Edinboro and Liverpool Rotary clubs—not a bad record for one man. Mr. Morrow gave us a very pleasant and interesting talk, and announced amid applause that the Dublin Rotary Club nominee for vice president of the International Association of Rotary Clubs for Great Britain and Ireland was duly elected at Buffalo. T. A. GREHAN, *Assoc. Ed.*

EDINBURGH (Scotland).

As we are now in our vacation recess there is nothing to report. Edinburgh Rotarians are mostly on holiday and all functions are suspended for August and September.

At the same time a "Rotary Talle" is set aside at both our restaurants every Thursday, and the few Rotarians who are not away gather regularly at both places for an informal lunch and talk. This keeps the enthusiasm going.

Next month (September) the committee will meet and discuss the work for next session, for we mean next winter to accomplish something.

THOS. STEPHENSON, *Assoc. Ed.*



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Vice-President—CHARLES M. WINCHESTER, Vice-Pres. and Gen. Mgr. J. B. Lyon Co., Printers, Lyon Block. Phone, Main 2555.

Secretary—GEORGE S. DE ROUVILLE, Mgr. Cotrell & Leonard, Wholesale Hats and Caps, 472 Broadway. Phone, Main 2530.

Meetings, Friday of each week at 1 p. m., Hotel Ten Eyck.

ATLANTA (Ga.).

President—HUBERT W. ANDERSON, Maier & Berkele, Diamonds and Jewelry, 31-33 Whitehall St. Phone, Main 3161.

First Vice-President—HENRY W. GRADY, Mgr. Southern Engraving Co., Photo Engraving, Constitution Bldg. Phone, Main 704.

Second Vice-President—BEN LEE CREW, Phillips & Crew, Pianos, Musical Instruments, 82 N. Pryor St. Phone, Main 891.

Secretary—HOWARD GELBERT, Coke Davis Ins. Agency, Insurance, Fire and Casualty, 504 Grant Bldg. Phone, Ivy 2598.

Meetings held first and third Tuesday of each month.

AUSTIN (Texas).

President—R. L. RATHER, Scarbrough Building.

Vice-President—FRED K. FISHER.

Secretary—A. E. STELFOX, care The Stelfox Co.

Meetings every Friday at The Driskell Hotel.

BALTIMORE (Md.).

President—WILLIAM D. GILL, Wm. D. Gill & Son, Wholesale Lumber, 1311 Philpot St. Phone, Wolfe 220.

Vice-President—GEORGE G. MUTH, Gen. Mgr. Muth Bros. & Co., Wholesale Druggists, 23-25 S. Charles St. Phone, St. Paul 480.

Secretary—OREN H. SMITH, Mgr. American Dist. Telegraph Co., Fire Protection Devices, 106 Equitable Bldg. Phone, St. Paul 2031.

Meetings are held every Tuesday at 1 p. m. Cafe Room, Hotel Rennert, Liberty and Clay streets.

Club Headquarters Hotel Rennert, Liberty and Clay Streets. Telephone St. Paul 1800.

HOTEL: Rennert. The Rotary Hotel of Baltimore. European plan. Centrally located.

BEAUMONT (Texas).

President—J. E. EMERSON, Mgr. Beaumont Electric Light & Power Co., 2025 Calder Ave. Phone, S. W. 1622.

Vice-President—W. F. KEITH, Dunlap Drug Company, 1810 Calder Ave. Phone, B. T. 1052.

Secretary—M. G. MUSE, Mgr. Rosenthal Dry Gds. Co., 1716 Broadway. Phone, S. W. 1484.

Meetings held Wednesday of each week at Hotel Crosby.

BINGHAMTON (N. Y.).

President—FREDERICK W. BRANDT, Investment Bonds, 303 Press Bldg.

Vice-President—GEORGE L. NELSON, Children's Carts & Sleds Mfg., 109 Murray St.

Secretary—CLARENCE L. FRENCH, Correspondence Instruction, 312 Press Bldg.

Luncheons Wednesday 12:30 to 1:30 p. m.

Meetings last Wednesday of month at 6:15 p. m.

BIRMINGHAM (Ala.).

President—HARRY B. WHELOCK, Architect, 19 Steiner Bank Bldg. Phone, Main 1016.

Vice-President—J. E. SHELBY, Pres. Cable-Shelby-Burton Piano Co. Phone, Main 1282.

Secretary—BROMFIELD RIDLEY, Adv. Mgr. Birmingham News. Phone, Main 8000.

Luncheons, every Wednesday at 1 p. m. to 1:45 p. m., Gold Lion Tea Room. Business Meetings, 1st Friday of month at 8 p. m., Chamber of Commerce.

BOSTON (Mass.).

President—LESTER P. WINCHENBAUGH, Prop. Wholesale & Retail, High Grade Papers, 14 Oliver St. Phone, Main 6230.

Vice-President—A. W. BLACKMAN, Pres. and Treas. D. F. Munroe Co., Wholesale & Retail Paper Bags, Twine, 299 Congress St. Phone, Main 5100.

Secretary—RALPH G. WELLS, John Hancock Bldg. Club Headquarters 178 Devonshire Street, Room 213. Phone Ft. Hill 1715.

Luncheons Every Wednesday at 1 p. m. Boston City Club, Beacon Street. Monthly meetings held on second Monday of each month at 6:30 p. m. Hotel Nottingham.

HOTEL: Nottingham, Copley Square. Modern. European plan, \$1.50 per day and up.

BUFFALO (N. Y.).

President—G. BARRETT RICH, Jr., Gen. Mgr. and Asst. Secy. Federal Telegraph & Telephone Co., 332 Ellicott St. Phone, Frontier 8000.

Vice-President—DAVID G. HOWARD, Pres. Delaney Forge and Iron Co., Forgings, 300 Perry St. Phone, Fron. 1332-Sen. 252.

Secretary—WILLIAM J. CHOWN, President Chown School of Business, Commercial Bookkeeping, Short-hand, Typewriting, 535 Ellicott Sq. Phone, Fron. 26802-Sen. 870.

Meetings are held on every Thursday at 12:30 p. m. at Hotel Statler. Club headquarters at office of Secretary.

CAMDEN (N. J.).

President—RALPH D. BAKER, James F. Baker Co., Real Estate & Fire Insurance, 924 Broadway. Phones, Bell 794 L; Eastern 254.

Vice-President—WILLIAM E. MORGENWECK, Merchant Tailor, 17 Broadway. Phones, Bell 584 L; Eastern 560.

Secretary—WILLIAM CLINE, Employers' Liability and Automobile Insurance, 221 Market St. Phone, Eastern 105.

Luncheons every Tuesday except 1st Tuesday in each month, 12:30 to 1:30 p. m., Peterson's Restaurant, 318 Market St. Monthly meetings 1st Tuesday of month, 6:00 p. m. at members' places of business.

CHICAGO (Ill.).

President—GEORGE LANDIS WILSON, Pres. F. Cortez Wilson & Co., 323 W. Lake St. Phone, Main 1523.

Vice-President—HERBERT C. ANGSTER, President Chicago Well Supply Co., 317 W. Ohio St. Phone, North 2261.

Secretary—ALFRED A. PACKER, Ventilating Systems, 1302 No. 19 S. La Salle St. Phone, Randolph 608.

Club Headquarters and Secretary's Office, 1302 Association Building. Phone, Randolph 608. Club dinners 2nd and 4th Thursdays, 6:30 p. m., at various places.

Luncheon every Tuesday, 12:30 to 1:30 p. m., at Sherman Hotel, N. Clark & West Randolph, in the West Room.
HOTEL, Virginia, Rush & Ohio Streets (North Side), eight minutes' walk to shopping district and theaters.

CINCINNATI (Ohio).

President—JOHN H. DICKERSON, Mgr. The J. B. Moos Co., Cigars Wholesale, 511 Sycamore St. Phone, Can. 4275.
First Vice-President—CHARLES E. ROTH, Treas. The J. C. Roth Packing Co., Meat Packer, 1010 Oehler St. Phone, West 2360.
Second Vice-President—ROBT. HENSHAW, Ass't Secretary, The G. Henshaw & Sons Co., Furniture (retail), Elm & Canal Streets. Phone, Canal 2216.
Secretary—CHAS. B. WILBERDING, Tailor, 206 Neave Bldg. Phone, Main 3922.
Club Headquarters and Secretary's office, 206 Neave Bldg. Phone, Main 3922.
Meetings held at Sinton Hotel, Assembly Room, every Thursday for noon-day luncheon at 12:30 p. m. (No luncheons during July and August.)

CLEVELAND (Ohio).

President—R. L. QUEISSER, Queisser-Bliss Co., Builders' Supplies and Brick, Schofield Bldg. Phones, Central 4223; Main 4224.
Vice-President—ARCH C. KLUMPH, The Cuyahoga Lumber Co., Lumber & Boxes, 1948 Carter Rd. Phones, Central 1298; Main 5118.
Secretary—Wm. DOWNIE, President The Wm. Downie Co., Painting and Decorating, 1018 Prospect Ave. Phones, Main 1180 L.; Cent. 5768 W.
Club Headquarters, 510 Cleveland Athletic Club Building, Euclid Ave. Phone, Central 2631-W.
Luncheon every Thursday at 12 o'clock at various places.
Meetings held 2nd Monday of month at 6 p. m. at various places.

COLUMBUS (Ohio).

President—CHARLES H. BROWN, Secretary The Central Building, Loan and Savings Co., 46 East Gay St. Phone, Bell Main, 2560; Citizens 5663.
Vice-President—RAYMOND DOWDELL, Sales Mgr. Burroughs Adding Machine Co., 81 N. 3rd St. Phone, Bell Main 1432; Citizens 2003.
Secretary—HERBERT SHERWOOD WARWICK, Secretary-Treasurer, The C. W. Hain Safe Co., Safes, care Ohio Union, Ohio State University. Phone, Citizens 7908.
Luncheons, second Thursday of month, 12 m., Grotto Room Virginia Hotel. Meetings 4th Thursday, at Hartman Hotel.

DALLAS (Texas).

President—E. E. BEACH, Southwest Cigar Co., 1515 Commerce St.
Vice-President—HARRY A. OLMSTED, Southwestern Paper Co.
Secretary—W. C. TEMPLE, Texas Law Company, 805 Wilson Bldg.
Meetings held on Thursday at 12:15 p. m., Oriental Hotel.

DAVENPORT (Iowa).

President—CHARLES S. HUBER, Kupping-Huber Land Company, Real Estate, Lane Building, Phone 1.
Vice-President—HOWARD W. POWER, Secretary Water Lily Mfg. Co., Washing Machines, 1535 Rockingham Road. Phone 185.
Secretary—OSWALD BECKER, Travelers Ins. Co., Health & Accident Ins., 715 Putnam Bldg. Phone 4091-L.
Club Headquarters at office of Secretary.
Meetings, Monday of each week at 12 m., at the New Kimball.

DAYTON (Ohio).

President—J. A. OSWALD, Pres. The Rotospeed Co., Duplicating Machines, 5th and Norwood Streets. Phone, Main 1945.
Vice-President—GEO. G. SHAW, Pres. Dayton Paper Novelty Co., 1220 E. Third St. Phone, East 494.
Secretary—GEO. S. BLANCHARD, President Blanchard Structural Steel Co., 614 Schwind Bldg. Phone, Main 2439.
Meetings first Thursday of each month at six-thirty p. m. Club luncheons each Thursday (except first Thursday) at Algonquin Hotel at 12:15 p. m.

DENVER (Colo.).

President—T. C. HITCHINGS, Pres. Hitchings-Van Schaack Investment Co., First National Bank Bldg. Phone, Main 1880.
Vice-President—CHAS. W. ADAMS, Mgr. Adams Hotel, 18th and Welton Streets. Phone, Main 3350.
Secretary—J. H. HINE, Pres. and Mgr. Hine Desk & Fixture Co., "Under the First National." Phone, Main 8134.
Club Headquarters at office of Secretary. Meetings held at Denver's leading hotels and clubs every Thursday, 12:15 p. m.

DES MOINES (Iowa).

President—B. F. WILLIAMS, President Capital City Commercial College, 10th & Walnut. Phone, Walnut 2152.
Vice-President—JAKE SHEUERMAN, President Capital City Woolen Mills, 8th & Market Streets. Phone, Walnut 3507.
Secretary—O. R. McDONALD, Mgr. Mitchell Advertising Agency, 322 Flynn Bldg. Phone Walnut 5805.
Club Headquarters 322 Flynn Bldg. Phone Walnut 5805.
Meetings held at Savery Hotel every other Thursday.

DETROIT (Mich.).

President—E. P. ANDREW, The Farrand Co., Pianos and Player Pianos, Retail, 178 Woodward Ave. Phone, Cherry 420.
First Vice-President—HAROLD HELMER, Beecher, Peck & Lewis, Paper, Wholesale, 134 Jefferson Ave. Phones, Main 3857; City 3197.
Second Vice-President—W. T. GREGORY, Asst. Gen. Agt. American Ex. Co., 18 Campus Martius. Phone Main 6121.
Secretary—ELTON F. HASCALL, The Detroit Refining Co., Lubricating Oils, Mnfrs., 926 Majestic Bldg. Phone M-187.
Club Headquarters maintained at office of Secretary. Luncheon every Wednesday at Hotel Griswold at 12:30, except 2nd Wednesday in month for dinner at 6 o'clock.

DULUTH (Minn.).

President—FRANK E. RANDALL, Clapp & Randall, Attorneys, Providence Building. Phones, Grand 1153A or Melrose 726.
Vice-President—GEORGE A. SHERWOOD, General Agent Minneapolis, St. Paul & Sault Ste. Marie (Soo Line), Sixth Avenue West. Phones, Grand 1914 or Melrose 14.
Secretary—GEORGE H. BATE, Supt. Duluth Office, The Bradstreet Company, 503 Fidelity Building. Phone, Grand 644 or Melrose 628.
Club Headquarters maintained at office of Secretary. Dinner every Monday at Elk's Club at 6:15, except every second Monday in month for luncheon at 12:30.

FORT WORTH (Texas).

President—J. F. ZURN, Traveling Passenger Agent T. & P.
Vice-President—R. H. FOSTER, Foster Company, Real Estate, 809 Houston St.
Secretary—ADAMS B. VERA, Vera-Reynolds, Fire Insurance, 509 Reynolds Bldg.

GALVESTON (Texas).

President—GEORGE N. COPELEY, Thos. Goggan & Brothers, Music.
Vice-President—F. M. LEGE, JR., Mgr. Galveston Gas Co.
Secretary—W. A. EICHER, Mgr. Paul Shean Plumbing Co., 2021 Strand.
Meetings held Thursday of each week at 12:30 p. m., Hotel Galvez.

GRAND RAPIDS (Mich.).

President—HUGH E. WILSON, Attorney, 1001 Michigan Trust Bldg.
Vice-President—DR. F. C. WARNSHUIS, Physician and Surgeon, 93 Monroe Ave.
Secretary—W. M. AMES, Insurance, J. S. Crosby & Co., 37 Ionia Ave.

HARRISBURG (Penna.).

President—JOHN S. MUSSER, Pres. & Gen. Mgr. Dauphin Elec. Supplies Co., 434 Market St. Phone, Bell 415.
Vice-President—C. HARRY KAIN, Architect, 210 Arcade Bldg. Phone, Bell 2283W.
Secretary—HOWARD C. FRY, Coal & Wood (Retail), 9th & Market Streets. Phone, Bell 2129.

Club Headquarters at office of Secretary.
Meetings held on 1st and 3rd Monday of month at various places.

HARTFORD (Conn.).

President—CLARENCE M. RUSK, Special Agt. Traveler's Ins. Co., 700 Main St. Phone, Charter 1930.
Vice-President—SHIRAS MORRIS, Secretary and Treasurer Hart & Hegeman Co., Electrical Appliances, 342 Capitol Ave., Phone Charter 2631.
Secretary—CHAS. E. PECK, High Street.
Meetings held 2nd Wednesday of each month at various hotels.

HOUSTON (Texas).

President—ROBT. H. CORNELL, Adv. Mgr. Houston Chronicle, Chronicle Bldg. Phones, Preston 8000; Automatic, A. 2113.
Vice-President—JOHN H. FREEMAN, Secretary Houston Title Guaranty Co., Stewart Bldg. Phone, Preston 1156.
Secretary—HERBERT C. MAY, Mgr. Stomers Co., Printers & Multigraphers, Ground Floor, Stewart Building. Phone, Creston 80; Automatic A. 4888.
Luncheon and Meeting every Friday at 1 o'clock, Banquet Hall (10th Floor), Hotel Bender.
HOTEL: The Bender, Fireproof, Modern, European. \$1.50 to \$3.00. B. S. Swearingin, Managing Director.

INDIANAPOLIS (Ind.).

President—FRANK P. MANLY, V. P. & Gen. Mgr. Indianapolis Life Ins. Co., 302 Board of Trade Bldg. Phones, Main 3617; Main 358.
Vice-President—CARL F. WALK, Pres. Julius C. Walk & Son, Inc., Diamond Merchants and Jewelers, 5 & 7 E. Washington St. Phones, New 127; Main 127.
Secretary—GEORGE B. WRAY, Mgr. Office Furniture Dept. Wm. B. Burford, 38 S. Meridian St. Both Phones 310.
Luncheons every Tuesday at 12:30 to 1:30 p. m. at Claypool Hotel, except the 2nd Tuesday of each month when evening meeting is held at various places.

JACKSONVILLE (Fla.).

President—GEORGE W. CLARK, President The Geo. W. Clark Co., Real Estate Investments, Clark Bldg.
Vice-President—HARRY B. HOYT, Jacksonville Gas Co., Artificial Gas, corner Church and Laura Streets. Phone, 5575.
Secretary—CLIFFORD A. PAYNE, Fire Insurance, Bisbee Bldg.
Headquarters, 202 Clark Bldg.
Luncheons 2nd and 4th Tuesday at one o'clock, Aragon Hotel. Evening meeting 3rd Tuesday at 6:30 p. m., Aragon Hotel.
HOTEL: Aragon, Forsyth and Julia Streets, American and European plans. Strictly modern throughout.

JOLIET (Ill.).

President—VAUGHN W. BROOKS, Chief Despatcher, Elgin, Joliet & Eastern Railway, Joliet National Bank Bldg. Phone, Joliet 2850.
Vice-President—JOHN BROWN ANDERSON, Attorney-at-law, Clement Bldg. Phone, Joliet 460.
Secretary—JAMES L. BANNON, Civil Engineer-Contractor, Room 216, Joliet National Bank Bldg. Phone, Joliet 468.
Meetings on first and third Tuesday of each month at 7:00 p. m., at Hobbs Hotel. Luncheons every Thursday, at 12:15, at Hobbs Cafe.

KANSAS CITY (Mo.).

President—BURTON J. PIERCE, Dept. Mgr. J. W. Jenkins Music Co., Talking Machines, Records & Supplies, 1013 Walnut Street. Phone, Bell, M. 921; Home, M. 9430.
Vice-President—S. C. BLACKBURN, A. B. C. Storage & Van Co., Moving, Packing & Storage, 8th and Troost St. Phone, M. 5888.
Secretary—OTTO WITTMANN, Mgr. K. C. Auto Supply Co., Automobile Supplies, 1504 Grand Ave. Phone, Bell, G. 3181; Home, M. 3181.
Luncheon every Thursday from 12:30 to 2 p. m. Round Table Luncheon every day, Hotel Baltimore.

LINCOLN (Neb.).

President—F. C. ZEHRUNG, Prop. Zehrung Posting Service, Oliver Theatre. Phone, B1234; Bell No. 8.
Vice-President—R. O. CASTLE, Senior member of firm of Castle, Roper & Matthews, Undertakers & Embalmers, 1319 N. St. Phones, Auto. B1746; Bell 746.
Secretary—F. E. WALT, 128 N. 11th St.
Club Headquarters at office of Secretary.
Meetings every Monday noon at Lincoln Hotel.

LOS ANGELES (Calif.).

President—ROGER M. ANDREWS, Citizens Trust & Savings Bank, Trust Dept., 308-310 South Broadway. Phones, Home 10091; Sunset, Main 1010.
Vice-President—CARL E. ROSENBERG, Yawman & Erbe Mfg. Co., 627 South Broadway. Phones, Home F3625; Sunset, Main 3925.
Secretary—H. C. WARDEN, 527 Bixel St. Phones, Home, F7343; Sunset, Main 7343.
Club Headquarters, 506-7 Delta Bldg.
Club meets every Friday for luncheon.
Hotel: Hollenbeck, Spring and Second Streets, 500 rooms, 300 baths. Rates, \$1.00 and up. Excellent cafe.

LOUISVILLE (Ky.).

President—FRANK P. BUSH, Secretary & Treasurer Bush-Krebs Co., Engravers & Electrotypers, 408 W. Main St. Phone, Home City 1906; Main 1906.
First Vice-President—C. OSCAR EWING, D. H. Ewing & Son, Creamery, 306 W. Breckinridge St. Phones, Home City 1028; South 1028.
Second Vice-President—L. H. AMRINE, Mgr. Underwood Typewriter Co., 120 S. 4th Ave. Phones, Home City 1185; Main 1185.
Secretary—C. H. HAMILTON, Gen'l Agt. Sheldon School, 400 Walker Bldg. Phone Home, City 6911.
Club Headquarters at office of Secretary.
Meetings held twice a month—on the second Tuesday evening at dinner and on the fourth Tuesday noon at Henry Watterson Hotel.

MADISON (Wis.).

President—JOHN C. MCKENNA, Real Estate, Vroman Block.
Vice-President—A. W. SCHULKAMP, Fire Insurance, Tenney Block.
Secretary—C. R. WELTON, Welton & Marks, Attorneys-at-law, Pioneer Bldg.
Meetings every Thursday at 12:30 p. m., Madison Club.

MILWAUKEE (Wis.).

President—G. C. DEHEUS, Dennison Manufacturing Company, Mack Block. Phone, Main 111.
First Vice-President—T. E. BRENNAN, T. E. Brennan Co., University Bldg. Phone, Main 1016.
Second Vice-President—W. L. ZIMMERS, Attorney, 740 Wells Bldg. Phone, Main 633.
Secretary—CAESAR D. MARKS, American Surety Co., of N. Y., Surety Bonds and Undertakings, 218 Wells Building. Phone, Main 2543.
Club luncheons held every Wednesday at the Hotel Pfister, 12:15 p. m.

MINNEAPOLIS (Minn.).

President—ORRIN M. CORWIN, Vice-President Wells & Dickey Co., Farm Loans, Municipal Securities, First floor McKnight Bldg. Phone, Nicollet 4200.
First Vice-President—HARRY R. SHEPARDSON, Mgr. Loose-Wiles Biscuit Co., 701 Washington Ave. N. Phones, Main 926; Center 2850.
Second Vice-President—IVAN A. THORSON, Pres. Northwestern School Supply Co., 717 Hennepin Ave. Phones, Main 2109; Center 931.
Secretary—ALYNN K. FORD, Partner Luther Ford & Co., mfg. Mrs. Stewart's Bluing, 331 Second Ave. N. Phones, Main 1601; Center 4771.
Club Headquarters at Secretary's office.
Luncheon every Friday at 12:30 at Hotel Radisson, Seventh Street, near Nicollet Avenue. Minneapolis' most up-to-date hotel.

NEWARK (N. J.).

President—ISAAC R. KILBURN, Mgr. Division "B" Prudential Insurance Company, Prudential Building. Phone, Market-4000.
Vice-President—A. STONELAKE CASE, 671 Broad St.
Secretary—C. L. JOHNSTON, Asst. Mgr. Steger & Sons Piano Mfg. Co., 741 Broad St. Phone, Market-238.
Club Headquarters at Office of Secretary.
Meetings on the second Tuesday evening of each month excepting July and August, at Achtel Stettens' Restaurant, 842 Broad St. Weekly Luncheons are not held although Rotarians can be found every day at the regular lunch hour at the restaurant mentioned above.

NEW ORLEANS (La.).

President—GARLAND WOLFE, Real Estate, 824 Common St.
Vice-President—DR. J. F. OECHSNER, Physician, 621 Macheca Bldg.
Secretary—WM. J. ROVARD, Insurance, 902 Hennen Bldg. Phone, Main 633.

Club Headquarters at 902 Hennen Bldg. Meetings held 2nd Tuesday of month at 6 p. m. for dinner and 4th Tuesday at 8 p. m. at the office or establishment of one of its members.

NEW YORK (N. Y.).

President—WALTER C. GILBERT, Harlem Storage Warehouse Co., 211 East 100th St. Phone, Lenox 850.
Vice-President—RICHARD BURR, Gen. Auditor, Wells Fargo & Co., Express, 51 Broadway. Phone, Rector 400.

Secretary—CLARENCE W. BRAZER, Brazer & Robb, Architects, 1133 Broadway. Phone, Madison Square 3991.

Club Headquarters: Hotel Imperial, Broadway and 32nd

Weekly Dinners, Tuesday evenings (except 1st Tuesday) at Hof Brau Haus, 6:00 p. m. Monthly Dinners 1st Tuesday of each month at the Imperial Hotel.

OAKLAND (Calif.).

President—T. B. BRIDGES, Mgr. Heald's Business College, Business College, 16th and San Pablo Aves. Phone, Oakland 201.

Vice-President—D. L. ARONSON, Mgr. Cahn Nickelsburg & Co., Shoe Mfgs. & Jobbers, 1126 Brush St. Phone, Oakland 8455.

Secretary—J. N. BURROUGHS, Pres. Oakland, Calif., Towel Co., Towel Supplies, 28th & Filbert Streets. Phone, Oakland 883.

Club Office, 414 Security Bank Bldg. Phone, Lakeside 287. Meetings every Thursday at 12:30 at Hotel Oakland.

OKLAHOMA CITY (Okla.).

President—PAUL M. POPE, Bennett & Pope, Attorneys, Colcord Building. Phone, Walnut 4776.

Vice-President—FRANK H. RICE, Oklahoma City Building & Loan Assn., 18 North Robinson.

Secretary—EUGENE WHITTINGTON, Member Firm Whittington & Steddom, Ins. Agency, 400-6 Insurance Bldg. Phone, Walnut 3805.

Meetings held on Tuesday of each week, 12:15 p. m. at the Skirvin Hotel.

Club Headquarters are the Secretary's office.

OMAHA (Neb.).

President—DANIEL BAUM, Jr. Mgr. Baum Iron Co., 13th and Harney Streets. Phone, Douglas 131.

Secretary—TOM S. KELLY, Gen. Agt. Life Dept. Travelers Ins. Co. of Hartford, 1331 City National Bank Bldg. Telephone, Douglas 861.

Meetings are held at noon in the Rathskeller of the Henshaw Hotel each Wednesday noon except the last Wednesday of the month when the meeting is at 6 p. m., same location.

HOTEL: New Henshaw, 15th & Farnam Streets. Fireproof. Strictly firstclass. European plan.

PATERSON (N. J.).

President—W. D. PLUMB, Mgr. Underwood Typewriter Co., 9 Hamilton St.

Vice-President—JAMES T. JORDAN, The Jordan Piano Co., 131 Market St.

Secretary—WALTER S. MILLS, H. W. Mills, Hardware, 59 Washington St.

Meetings held last Thursday of the month at G. H. Crawford's, 148 Washington St.

PEORIA (Ill.).

President—GEORGE R. MACCLYMENT, Farm Land Development, Observatory Bldg. Phone, M-314.

Vice-President—E. B. HAZEN, Hitchcock Bros. Co., Brass Foundry, 104 S. Washington St. Phone, M-553.

Secretary—E. C. SCHMITZ, Modern System Sales Co., Office Outfitters, 203 S. Jefferson Ave. Phone M-682.

Meetings held at Jefferson Hotel, or as otherwise specified, Fridays, at 12:15.

PHILADELPHIA (Penna.).

President—WALTER WHETSTONE, Pres. Whetstone & Co., Inc., Iron Pipe and Steamfitters' Supplies, 911 Filbert St. Phones, Bell Filbert 2813; Key., Race 1831.

Vice-President—GUY GUNDAKER, Asst. Mgr. Kugler's Restaurant Co., Restaurant and Caterer, 1412 Filbert St. Phones, Bell Filbert 2813; Key., Race 137.

Secretary—CHARLES A. TYLER, Mgr. Bartlett Tours Co., Tourist Agents, 200 South 13th St. Phone, Bell, Walnut 2491.

Regular luncheons at the Bingham Hotel on Wednesdays, 12:30 to 1:30 p. m. Club headquarters, 200 South 13th St.

Regular monthly dinners at Kugler's, 1412 Chestnut Street on the third Tuesday of each month at 6:30 p. m.

PITTSBURGH (Penna.).

President—EDWIN C. MAY, Secretary The May Drug Co., Retail Drugs, May Bldg. Phone, Court 1415.

First Vice-President—G. W. DUFFUS, Supt. The Bradstreet Co., Mercantile Agency, 206 Commonwealth Bldg. Phone, Court 34.

Second Vice-President—THOS. H. SHEPPARD, Sec'y and Treas. Arbuthnot-Stephenson & Co., Wholesale Dry Goods, 801 Penn Ave. Phone, Grant 534.

Secretary—P. S. SPANGLER, 547 Liberty Ave.

Club luncheons held every Wednesday at Fort Pitt Hotel.

PORTLAND (Ore.).

President—C. V. COOPER, Mgr. Castilloa Rubber Co., 813 Chamber of Commerce. Phone, Main 4809.

Vice-President—J. C. ENGLISH, J. C. English Co., Lighting Fixtures, 128 Park St. Phones, Main 2470, A. 3747.

Secretary—J. L. WRIGHT, President & General Mgr., Portland Printing House Co., 388 Taylor St. Phone, Main 6201 A2281.

City Office Room 2, Commercial Club Bldg., W. L. Whiting Assistant Secretary.

Weekly luncheons held every Tuesday at 12:30 p. m. Commercial Club.

PROVIDENCE (R. I.).

President—JOHN D. CAMERON, Sec'y & Asst. Treas. R. I. Supply & Engineering Co., Steam & Plumbers Supplies, 156 W. Exchange St. Phone Union 883.

Vice-President—HARRY C. PATTERSON, Office Mgr. Seaconnet Coal Co., 5 Exchange St. Phone, Union 2015.

Secretary—E. P. SMALL, Sec'y A. E. Martell Co., Loose Leaf Systems, 528 Grosvenor Bldg. Phone, Union 2017.

Regular monthly meetings 1st Monday each month at 6:30 p. m. at West Side Club. Semi-monthly luncheons, 1st and 3rd Mondays at 12:30 o'clock.

PUEBLO (Colo.).

President—J. WILL JOHNSON, Sec'y Colorado Laundry, 109-111 W. 3rd St. Phone, Main 18.

First Vice-President—H. A. BLACK, Physician & Surgeon, 1 Pope Block. Main 331.

Second Vice-President—W. F. RABER, Gen. Mgr. Arkansas Valley Ry., Lt., & Power Co. 102 Victoria Av.

Secretary—B. F. SCRIBNER, Pres. Franklin Press Co., 112-114 W. 3rd St. Phone, Main 95.

Club Headquarters at office of Secretary.

Weekly meetings every Monday at 12:15 p. m. Monthly meetings third Tuesday in each month, at 7 p. m. at the Vail or Congress Hotels.

RICHMOND (Va.).

President—JOHN G. CORLEY, The Corley Company. Phone, Madison 2586.

Vice-President—GEORGE W. BAHLKE, Mgr. Metropolitan Life Ins. Co., Travelers Bldg. Phone, Madison 260.

Secretary—S. S. ROSENDORF, Prop. Southern Stamp & Stationery Co., Twelve-Six Main St. Phone, Madison 1895.

Club Headquarters at office of Secretary. Luncheon meeting every second and fourth Tuesday in the year at 6:30 p. m.

Meetings rotate between Business Men's Club, Coles, Jefferson, and other places. Consult the officers or ask for copy Tabasco, our club organ.

ROCHESTER (N. Y.).

President—SETH C. CARPENTER, Agt. Travelers' Insurance Co., 508-521 Granite Bldg. Phone, 1652.

Vice-President—S. D. BURRITT, Jeweler, 104 State St. Phone, Stone 3849.

Secretary—C. G. LYMAN, Prop. Lyman's Letter Shop, Duplicate Letters, 75 State St. Phone, Stone 6190.

Club luncheons every Tuesday, 12:30 to 1:30 p. m., at Hotel Rochester.

ST. JOSEPH (Mo.).

President—CLAUDE MADISON, Mgr. St. Joseph Coal Co., 302 S. Fifth St. Phone, Bell 520.

Secretary—W. S. ALDRICH, Partner of the Firm, Eckel & Aldrich, Architects, 1105 Corby-Forshee Bldg. Phone, Bell 62.

Meetings of the club are held on the 1st and 3rd Tuesdays of every month at Robidoux Hotel.

SAINT LOUIS (Mo.).

President—JESSE M. TOMPSETT, Treas. Isler-Tompsett Lithographing Co., Commercial Lithographing, 1324 Washington Ave. Phones, Olive 623; Cabany 3107.
 First Vice-President—S. E. BAMBER, Sec'y Hess & Culbertson Jewelry Co., 7th and St. Charles Sts. Phones, Oliver 2060; Central 7145.
 Second Vice-President—W. N. CHANDLER, Secretary and Treasurer Cleaner Mfg. Co., 2842 Olive St. Phones Bomont 42; Central 4636.
 Secretary—A. D. GRANT, Pres. Grant-Orvis Brokerage Co., 411 Olive St. Phone, Main 1751.
 Club Headquarters 411 Olive St. Phone, Bell, Main 1751.
 Club luncheons every Thursday at 12:30, except 1st Thursday of month, at 6:30 p. m. at various hotels and cafes.

ST. PAUL (Minn.).

President—CLARENCE C. GRAY, Hay and Grain Commission, 116 East Third St. Phones, Cedar 1590; Tri-State 752.
 Vice-President—W. B. WEBSTER, Prop. St. Paul Steam Laundry Co., Laundry, 289 Rice St. Phone, Cedar 940.
 Secretary—JAMES H. LEE, Prop. James H. Lee & Co., Agency, High-Grade Office and Sales Help, 1617 Pioneer Bldg. Phones, Cedar 6060; Tri-State 2089.
 Club Headquarters at Secretary's office.
 Meetings usually held on Tuesday at various clubs and hotels at either 12:15 or 6:15 p. m.

SALT LAKE CITY (Utah).

President—CHAS. TYNG, Houston Real Estate Inv. Co., 351 South Main. Phone, Wasatch 27.
 First Vice-President—A. N. McKAY, Mgr. Salt Lake Tribune, 145 South Main. Phone, Wasatch 5200.
 Second Vice-President—FRANK T. ROBERTS, Roberts & Heist, Civil Engineer, Felt Bldg. Phone, Wasatch 1652.
 Secretary—SAMUEL R. NEEL, Samuel R. Neel & Co., Mining Stock Brokers, 306 Newhouse Bldg. Phone, Wasatch 904.
 Meetings held 1st Tuesday of month. Club luncheons every Tuesday of month except first Tuesday at the Hotel Utah.

SAN ANTONIO (Texas).

President—HERBERT J. HAYES, Texas Title Guaranty Co., Abstracts and Titles, 130 W. Commerce St. Phone, C2468.
 Vice-President—HARRY L. MILLER, J. H. Kirkpatrick Co., Real Estate—City, 419 Navarro St. Phone, C89.
 Secretary—C. H. JENKINS, The Bradstreet Co., Commercial Agencies, 215 Navarro St. Phone, C333.
 Address all mail for club to P. O. Box 807. Club Headquarters—741 St. Anthony Hotel. Luncheons at 12:30 each Friday at the St. Anthony.

SAN DIEGO (Calif.).

President—JAY F. HAIGHT, Haight Adv. Agency, 214 American Nat'l Bank Bldg. Phones, Home 3331; Sunset Main 840.
 Vice-President—EARL A. GARRETTSON, Surety Bonds, 518 Union Bldg. Phones, Home 4425; Sunset Main 4442.
 Second Vice-President—GEO. W. COLTON, President of The Auto Tire Co., 5th & A. Phones, Sunset Main 346; Home 4445.
 Secretary—FRANKLIN M. BELL, 518 Union Bldg. Phones, Home 4425; Sunset Main 4442.
 Club Headquarters at office of Secretary.
 Meetings are held at Rudder's Grill every Thursday at 12:10.
 HOTEL: del Coronado, Coronado Beach. American plan, \$4 per day and up.—John J. Herman, Mgr.

SAN FRANCISCO (Calif.).

President—H. R. BASFORD, Ruud Automatic Water Heater Co., Ruud Heaters, 428 Sutter St. Phone, Kear 4435.
 Vice-President—T. H. DOANE, Pacific Coast Paper Co., Printing, Writing & Wrapping Paper, 545 Mission St. Phone, Kear 3730.
 Secretary—R. R. ROGERS, Pres. R. R. Rogers Chemical Co., Mfrs. Specialties for Physicians and Druggists, 527 Commercial St. Phones, Kearney 150; C. 1505.
 Club Headquarters at 808 Humboldt Bank Bldg. Phone, Douglas 1363.

Weekly luncheons, Tuesdays, 12:15 to 1:15 p. m., Techau Tavern, Powell and Eddy Streets.
 HOTEL: St. Francis, Union Square, San Francisco. Rates, \$2.00 per day and upward. European plan.
 HOTEL: Stewart, Geary Street, near Union Square. Rates, European, \$1.50, up; American, \$3.50, up.

SEATTLE (Wash.).

President—E. L. SKEEL, Attorney, 1000 Alaska Bldg. Phones, Main 6511; Ind. 1043.
 Vice-President—JOHN E. PRICE, Banker & Broker, 906 Hoge Bldg. Phone, Main 2364.
 Secretary—W. A. GRAHAM, JR., 237 Rainier-Grand Hotel.
 Club Headquarters at office of Secretary. Meetings held at the Rathskeller every Wednesday at 12:15 p. m.

SIOUX CITY (Ia.).

President—LEONARD O'HARROW, Retail Shoes, 902 4th St. Phone, Auto. 1715.
 Vice-President—ROBERT W. HUNT, Gen. Mgr. Phillip Bernard Co., Mfrs. Non-Freezable, Sanitary, Stock-Watering Systems, Phone, Bell 1530.
 Secretary—JNO. O. KNUTSON, Merchandise Broker and Manufacturers' Agent, 516 Fifth St. Phones, Bell 415; Auto. 1026.
 Luncheons every Monday at 12:15. Evening meetings 3rd Monday of each month. Luncheons rotate between The West, The Martin and The Jackson Hotels, evening meetings at The Martin or The West Hotels.

SPOKANE (Wash.).

President—LAWRENCE JACK, Lawyer, 610 Hyde Bldg. Phones, M. 3008; M. 8610.
 First Vice-President—W. C. SCHUPPEL, Mgr. Underwood Typewriter Co., Typewriters & Supplies, 114 Stevens St. Phones, M. 352; M. 3478.
 Second Vice-President—H. W. NEWTON, Vice-Pres. Guernsey-Newton Co., Fire Ins., 201 Eagle Bldg. Phones, M. 442; Glen. 848.
 Secretary—CHESTER WYNN, 425 Eagle Bldg. Phone, Main 107.
 Meetings held every Thursday at 12:15 p. m. at The Hall of the Doges, Davenport's.

SPRINGFIELD (Ill.).

President—O. G. SCOTT, Scott Coal Co., 327 S. 5th St.
 Vice-President—V. E. BENDER, Publisher Evening News, 219 S. 4th St.
 Secretary—R. F. BUTTS, Form Letters, Buckeye Sales Co., 502 Reisch Bldg.

SUPERIOR (WIS.).

President—CLARENCE J. HARTLEY, Firm Hanitch & Hartley, Lawyers, First National Bk. Bldg. Phone Ogden 114D.
 Vice-President—H. E. SPEAKES, Pres. Speakes Lime & Cement Co., Building Material, 114 Banks Ave.
 Secretary—B. J. THOMAS, Cashier People's Telephone, 1013 Ogden Ave.
 Club Headquarters, Hotel Superior, Phone, Ogden 224.
 Meetings each Wednesday at 6:15 p. m. at Hotel Superior unless otherwise ordered.

SYRACUSE (N. Y.).

President—S. H. COOK, Sales Mgr. Brown-Lipe-Chapin Co. Auto Gear Manufacturing, W. Fayette St. Phone 7785. Residence 502 Walnut Ave.
 Vice-President—DR. JOHN A. MATTHEWS, Halcomb Steel Co.
 Secretary—FRANK W. WEEDON, Entertainer, 36 Grand Opera House Block.
 Meetings each Friday at 12:15 p. m., excepting one Friday each month, which is an evening meeting with some special entertainment, at the Onondaga Hotel Rathskellar.

TACOMA (Wash.).

President—E. B. KING, Hoska-Buckley-King Co., Undertakers, 730-32 St. Helens Ave. Phone, M412.
 Vice-President—R. E. ROBINSON, Mgr. Sherman, Clay & Co., Pianos, Organs and Talking Machines, 930 So. C St. Phone, M995.
 Secretary—WM. G. STEARNS, President Stearns Bldg. & Investment Co., Real Estate, 301-2 Chamber of Commerce Bldg. Phone, Main 543.
 Club Headquarters at office of Secretary. Regular weekly luncheon at Tacoma Hotel every Thursday at 12:30 p. m.

TOLEDO (Ohio).

President—GEO. E. HARDY, Pres. and Treas. The Hardy Paint & Varnish Co., Oakwood Avenue and Hoag Street. Phone, Home 6x28 B. Forest 518.
 First Vice-President—FRANK L. MULHOLLAND, Lawyer, Mulholland & Hartmann, 1311 Nicholas Bldg. Phone, Home 2209.

Second Vice-President—E. F. GLEASON, Supt. The Bradstreet Co., Mercantile Agency, 635 Spitzer Bldg. Phone, Home 398.

Secretary—HERBERT H. STALKER, Secretary The Miller Adv. Co., 303 Colton Bldg. Phone, Home 7446. Club Headquarters at the office of the secretary.

Meetings held from 12:15 to 1:15 on Friday in a special room at Toledo Commerce Club. Monthly meetings held on the third Tuesday of the month at such places as may be arranged for.

WACO (Texas).

President—A. H. BELL, 209 S. 6th St.

Vice-President—GEORGE S. MCGHEE, 1st Nat'l Bank.

Secretary—C. G. SNEAD, Underwood Typewriter Co.

WASHINGTON (D. C.).

President—JOHN DOLPH, Supt. Metropolitan Life Ins. Co., 816 Munsey Bldg. Phone, Main 3271.

Vice-President—JOSEPH M. STODDARD, member of Firm Cook & Stoddard Co. Automobiles, 1138 Conn. Ave. Phone, North 7810.

Secretary—GEORGE W. HARRIS, Photographer, 1311 F. St., N. W.

Luncheons held at the Ebbitt House, 14th and F Sts. N. W., phone, Main 5035, 2nd and 4th Fridays of each month.

WICHITA (Kans.).

President—GIFFORD M. BOOTH, Pres. Grit Printery, Printing and Book Binding, 124 S. Lawrence. Phone, Market 440.

Vice-President—WILL G. PRICE, Business College, 114 North Market St. Phone, Market 1878.

Asst. Secretary—GEO. I. BARNES, Barnes Reporting Co., Form Letters and Court Reporting, 1005 Beacon Bldg. Phone, Market 472.

Meetings of Club held every other Monday evening (except July and August) at Kansas Club at 6 p. m.

Luncheons semi-monthly, on Wednesday, at 12:30 p. m., either at Hamilton Hotel or Y. M. C. A. Rooms.

WORCESTER (Mass.).

President—EDWARD B. MOOR, Partner Bonney & Moor, Brokers, State Mutual Building, 340 Main St. Phones, Park 5770-6685.

Vice-President—LEWIS M. MCCALLUM, Secretary, Parker Wire Goods Co., 1 Assonet St. Phone, Park 4400.

Secretary—FREDERICK W. MOZART, Prop., Worcester County Trader, Graphic Arts Building. Phones, Park 7597-7599.

Luncheons Thursday at 1:00 p. m., Putnam & Thurston's Restaurant. Meetings 3rd Monday in each month, excluding July and August, at 6:30 p. m. at various hotels.

Canada.

Each Rotary Club extends a cordial invitation to all visiting Rotarians to attend its meetings and to call upon its officers and members.

HALIFAX (N. S.).

President—J. C. GASS, Provincial Mgr. Imperial Life Assurance Company. Bank of Commerce Bldg.

Vice-President—P. O. SOULIS, Mgr. Soulis Typewriting Co., Granville Street.

Secretary—F. M. GUILDFORD, Guildford & Sons, Machinist's Supplies.

Meetings held first Tuesday of each month at Halifax Hotel. Weekly meetings as arranged.

HAMILTON (Ont.).

President—RUSSELL T. KELLEY, Gen. Mgr. Hamilton Fire Insurance Co.

Vice-President—BRUCE A. CAREY, Mgr. Hamilton Conservatory of Music.

Secretary—A. R. BELL, Mgr. The Garlock Packing Co. Meetings held Thursday at 1:10 p. m. at Young's Cafe.

TORONTO (Ont.).

President—W. A. PEACE, Dist. Mgr. Imperial Life Assur. Company, 22 Victoria Street.

Vice-President—R. W. E. BURNABY, Real Estate Broker, Imperial Life Building.

Secretary—G. D. WARK, Secretary The Office Specialty Mfg. Co., Ltd., 97 Wellington Street, W.

Meetings Wednesday of each week at 1:10 p. m. at McConkey's Restaurant, 29 King St. W.

VANCOUVER (B. C.).

President—G. S. HARRISON, Merchants Bank of Canada. Phone, Sey. 9450.

Vice-President—J. B. GIFFEN, Mercantile Agency, 543 Hastings St. W. Phone, Sey. 4500.

Secretary—R. W. HANNA, Office Furniture, 416 Cordova, W. Phone, 3700.

Meetings Tuesday at 12:30 p. m. sharp, Hotel Elysium.

WINNIPEG (Man.).

President—L. J. RUMFORD, Vice-President & Managing Director of Rumford Sanitary Laundry Co., Ltd., Cor. Wellington & Home. Phone, Garry 400.

Vice-President—J. F. C. MENLOVE, Manager The Dominion of Canada Guarantee and Accident Co., 706 Somerset Building. Phone, Main 2075.

Secretary—C. J. CAMPBELL, Security Land Co., 8 Bank of Hamilton Chambers. Phone, Main 870.

Weekly luncheons held every Tuesday at 12:30 at the Travellers Club. Regular monthly meetings are held at the same place on the second Wednesday of each month at eight o'clock p. m.

Great Britain and Ireland.

Each Rotary Club extends a cordial invitation to all visiting Rotarians to attend its meetings and to call upon its officers and members.

BELFAST (Ireland).

President—W. H. ALEXANDER, Motor Merchant, 91 Donegall St. Phone, Belfast 974 and 1801.

Vice-President—ROBERT PATTERSON, Richard Patterson & Co., Ironmonger, 57 High St. Phone, Belfast 116.

Secretary—HUGH BOYD, Atkinson & Boyd, Accountant, 72 High St. Phones, Belfast 2447 and 391.

Luncheons, Monday from one to two p. m. Monthly Dinners at 6:30 p. m., Cafe Royal, Wellington Place.

DUBLIN (Ireland).

President—WILLIAM FINDLATER, Managing Director Alex. Findlater & Co., Ltd., 30 Upper Sackville Street. Phone 3531.

Vice-President—JOHN P. MCKNIGHT, City Woollen Mills, Cork St.

Hon. Secretary—WM. A. MCCONNELL, The Century Ins. Co., Ltd., 116 Grafton Street. Phone, 2983.

Luncheons Mondays 1:15 to 2:15. Evening meetings during winter months, usually on last Monday of month, Dolphen Hotel, Essex Street.

EDINBURGH (Scotland).

President—R. W. PENTLAND, Music Seller, 24 Frederick St. Phone, Central 2308.

Vice-President—JOSEPH DOBBIE, S. S. C. Solicitor, 26 Charlotte Square.

Secretary—THOMAS STEPHENSON, Pharmacist, Editor of "The Prescriber," 137 George St. Phone, Central 2387.

Luncheons held every Thursday at 1 o'clock (except last Thursday of month). Monthly meeting last Thursday of month at 7 p. m., Carlton Hotel, North Bridge. No meetings held during August and September.

GLASGOW (Scotland).

President—WALTER LAIDLAW, W. P. Laidlaw & Son, Stationers, 92 St. Vincent St. Phone, City 8893.

Vice-President—COLIN YOUNG, I. M., 124 St. Vincent St. Phone, Argyle 768.

Secretary—JOHN A. KIRKWOOD, Stock Broker, 75 St. George's Place. Phone, City 8004.

Luncheons, Tuesdays at 1:15, Sloan's Restaurant, Argyle Arcade, Buchanan. Monthly Meeting 3rd Tuesday in the month at 6:30 p. m., Grosvenor Restaurant, Gordon Street.

LIVERPOOL (England).

President—GEORGE J. PRATT, Pratt, Ellis & Co., Fishmarket. Phone, 1557 Royal.

Vice-President—ERNEST O. DAVIES, Century Insurance Co., Ltd., Life, Sickness and Accident Insurance, North John Street. Phone, 4745 Bank.

Secretary—W. STUART MORROW, 41 North John St. Phone, 4060 Royal.

LONDON (England).

President—G. J. P. ARNOLD, Messrs. Percy Edwards, Ltd., Jewellers, 71 Piccadilly, W. Phone, Gerrard 3872.

Vice-President—E. T. WEBB, London Joint Stock Bank, Ltd., Charterhouse Street, E. C. Phone, City 7081.

Hon. Secretary—E. SAYER SMITH, The Initial Carrier Co., 49 Gt. Sutton St., E. C. Phone, Holborn 5347.

Meetings held second Tuesday in each month at 7 p. m., Trocadero Restaurant.

MANCHESTER (England).

President—W. H. BURGESS, Mgr. Messrs. Sutton & Co., General Carriers, 36 Fountain St. Phone, Central 6635.
 First Vice-President—JOHN MASTERS, L. D. S., R. C. S., Dental Surgeon, 258 Oxford Road. Phone, Central 8846.
 Second Vice-President—C. H. MEGSON, A. Megson & Son, Ltd., Stationers, Retail, 14 Mosley St.
 Secretary—CHAS. B. PENWARDEN, Albion Hotel, Publicity Specialist. Phones, City 3906; Altrincham 1330.
 Headquarters, Albion Hotel, Piccadilly. Weekly Meetings every Thursday at 1 p. m. Monthly dinners held in rotation through the week. First Monday, Second Tuesday, Third Wednesday, and so on.

ROTARY CLUBS NOT YET AFFILIATED IN THE ASSOCIATION.

ALLENTOWN (Pa.).

Secretary—G. FRANK TIFFT, The Bradstreet Company.

BROOKLYN (N. Y.).

Secretary—E. W. BROWN, 186 Remsen St.

CLEBURNE (Texas).

Secretary—B. W. ALEXANDER.

ERIE (Pa.).

Secretary—A. M. CASSEL, Liebel Block.

MONTREAL (Que.).

Secretary—H. R. SWENERTON, Transportation Bldg.

PALESTINE (Tex.).

President—H. I. MYERS, care The Grand Leader.

READING (Pa.).

Secretary—D. C. McCANN, care McCann's Business College.

SACRAMENTO (Calif.).

Secretary—S. H. GILBERT, 919 Sixth St.

TERRE HAUTE (Ind.).

Secretary—C. I. BROWN, 1165 S. 6th St.

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Mr. William Wallace, who is director and controller of the firm's business in Belfast, and whose portrait also appeared in a recent number of the magazine, was the first president of the Belfast Rotary Club.

Mr. Charles Davie, the manager for the firm in London, is a member of the executive committee of the London Rotary Club, and also of the membership committee.

Their Glasgow manager, Mr. McLelland, who looks after Scotland generally for the firm, is a member of the Glasgow Rotary Club. They are all true Rotarians, and always pleased to hold out a Rotarian welcome to any of their brother Rotarians who favour them with a visit.

<p>REINFORCED CONCRETE</p> <p>—</p> <p>STRUCTURAL STEEL</p> <p>—</p> <p>POWER TRANSMISSION</p> <p>—</p> <p>REPORTS</p>	<p>FOUND</p> <p>Rotary Service</p> <hr/> <p>Howard J. Webster</p> <p><i>Consulting Steam and Maintenance Engineer</i></p> <p>Harrison Building PHILADELPHIA, PA.</p>	<p>SMOKELESS FURNACES</p> <p>—</p> <p>WATER SOFTENING FOR STEAM BOILERS</p> <p>—</p> <p>BOILER SCALE REMOVAL AND PREVENTION</p> <p>—</p> <p>POWER PLANT MAINTENANCE</p>
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Rotarian C. W. Franklin of Denver Has Passed On

Just as we were going to press, President Greiner notified us that he had received the following telegram from Mr. Cratton E. Hancock of the Denver Rotary Club:

"Our friend, C. W. Franklin, died very suddenly last evening."

Mr. Franklin who was the lawyer member of the Denver Rotary Club, attended the Rotary convention at Buffalo with his wife and daughter and made friends of all who met him. The bereaved family have the heartfelt sympathy of all Rotarians.

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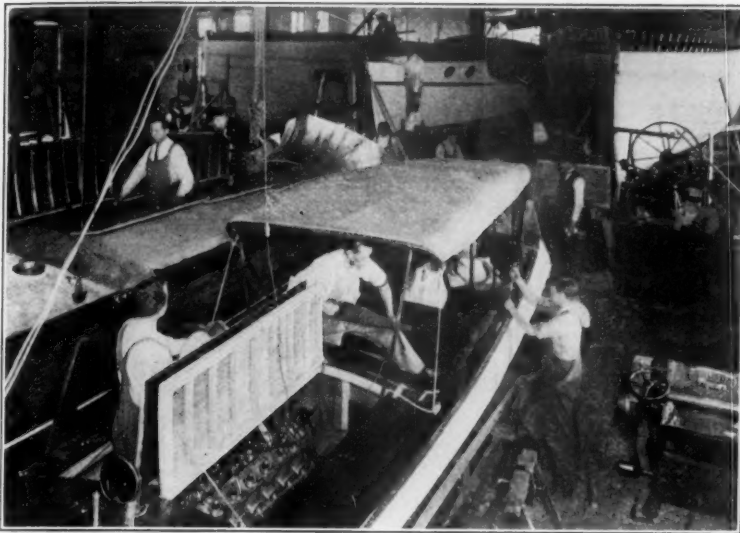
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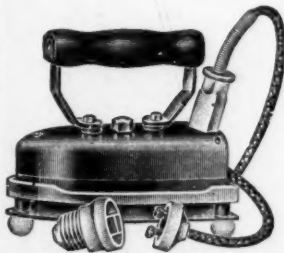
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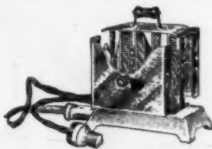
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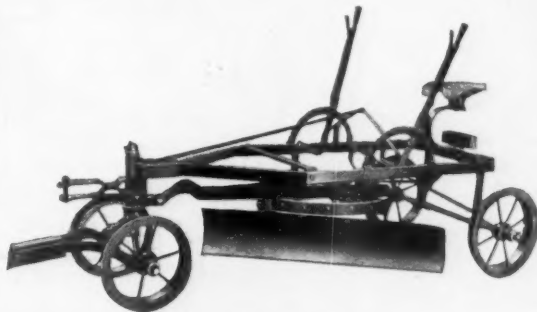
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Know that our system of handling investments relieves you of any care whatsoever. We assume the care of all details without expense to you.

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Capital and Surplus, \$750,000

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Many manufacturers hesitate to place large orders even at lower prices from fear that labels may stick together.

Our patented packing process insures against that. We replace without charge any labels damaged by sticking together. If our process should fail to protect, our **Guarantee** protects.

We make prompt shipments, as we have a capacity of 70,000,000 labels daily. All engraved labels are made from **Original Plates** made in our own art and engraving plant.

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We desire to form permanent connection with representatives located in larger cities. Our article, of distinctive merit and popular price, sells to wholesale and retail drug, grocery, hardware, house-furnishing and department stores.

We are prepared to offer a very liberal proposition to well established representatives.

If interested, please give full particulars regarding trade radius, sales force, lines handled, etc.

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JOSEPH T. KINSLEY, President & Gen'l Manager
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